



Β' ΕΠΑ.Λ.

**VOCATIONAL
LANGUAGE LEARNING
ENGLISH FOR
OFFICE CLERKS**

ΤΟΜΕΑΣ ΔΙΟΙΚΗΣΗΣ ΚΑΙ ΟΙΚΟΝΟΜΙΑΣ

ΙΝΣΤΙΤΟΥΤΟ ΤΕΧΝΟΛΟΓΙΑΣ ΥΠΟΛΟΓΙΣΤΩΝ ΚΑΙ ΕΚΔΟΣΕΩΝ «ΔΙΟΦΑΝΤΟΣ»

English for office clerks

ΣΤΟΙΧΕΙΑ ΑΡΧΙΚΗΣ ΕΚΔΟΣΗΣ

Η συγγραφική ομάδα

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Μηχανικού Γαρυφαλλιά, ΠΕ6

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Μωραϊτάκη Μαρία

Κατά την πρώτη φάση της επεξεργασίας μέρους του παρόντος υλικού ως πειραματικό, συνεργάστηκαν με τη συγγραφική ομάδα ο Μαρκάκης Μιχάλης ΠΕ9 και η Κριεζή Χαρίκλεια ΠΕ6.

ΣΤΟΙΧΕΙΑ ΕΠΑΝΕΚΔΟΣΗΣ

Η επανέκδοση του παρόντος βιβλίου πραγματοποιήθηκε από το Ινστιτούτο Τεχνολογίας Υπολογιστών & Εκδόσεων «Διόφαντος» μέσω ψηφιακής μακέτας.

ΥΠΟΥΡΓΕΙΟ ΠΑΙΔΕΙΑΣ ΚΑΙ ΘΡΗΣΚΕΥΜΑΤΩΝ
ΙΝΣΤΙΤΟΥΤΟ ΕΚΠΑΙΔΕΥΤΙΚΗΣ ΠΟΛΙΤΙΚΗΣ

Η συγγραφή και η επιστημονική επιμέλεια του βιβλίου πραγματοποιήθηκε
υπό την αιγίδα του Παιδαγωγικού Ινστιτούτου

English for office clerks

E.S.P. Coursebook

**Teaching Material
for students of Vocational Lycea and schools**

Β΄ ΕΠΑ.Λ.

ΤΟΜΕΑΣ ΔΙΟΙΚΗΣΗΣ ΚΑΙ ΟΙΚΟΝΟΜΙΑΣ

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Για το μαθητή

Το βιβλίο που κρατάς στα χέρια σου είναι αποτέλεσμα μιας μακρόχρονης προσπάθειας και θα σε βοηθήσει στην εκμάθηση της Αγγλικής γλώσσας και της σχετικής με τον τομέα σου ορολογίας.

Όπως θα διαπιστώσεις κι εσύ, το βιβλίο αυτό διαφέρει από εκείνα που χρησιμοποιούνται για την εκμάθηση των γενικών αγγλικών, επειδή γράφτηκε ειδικά για σένα, το μαθητή της Γ΄ Τ.Ε.Λ. του τομέα Οικονομίας και Διοίκησης.

Στο βιβλίο αυτό θα διδαχθείς κείμενα τα οποία σου παρέχουν τη δυνατότητα να κατανοείς και να χειρίζεσαι τη γλώσσα που χρησιμοποιείται ευρύτατα στον Τομέα σου. Γι' αυτόν ακριβώς το λόγο δεν ακολουθείται μέσω των συγκεκριμένων κειμένων μια γραμματική ή συντακτική κλιμάκωση, αλλά για κάθε ενότητα επιλέξαμε θέματα συγγενή μεταξύ τους, που αφορούν αποκλειστικά τον Τομέα σου και εμπεδώνονται με τις ασκήσεις που ακολουθούν.

Για τη δική σου ευκολία, παραθέτουμε λεξιλόγιο που δεν καλύπτει μόνο την ορολογία, αλλά και τις ήδη γνωστές σου λέξεις - σύμφωνα τουλάχιστον με το αναλυτικό πρόγραμμα για την διδασκαλία των αγγλικών στις προηγούμενες τάξεις.

Ειδικά για την τρίτη ενότητα που αναφέρεται στην Εμπορική Αλληλογραφία, θα θέλαμε να τονίσουμε πως οι προτεινόμενες, μετά από κάθε εμπορική επιστολή, φράσεις δεν δίνονται για να απομνημονευθούν από τους μαθητές, αλλά λειτουργούν σαν βοήθημα για τις δραστηριότητες (activities) που ακολουθούν, ή και για άλλες που θα δοθούν από τον διδάσκοντα καθηγητή. Τις θεωρήσαμε εξάλλου αναγκαίες, σαν εφόδια για τους μαθητές που θα ασχοληθούν ειδικότερα με τον τομέα αυτόν στο μέλλον.

Επιπλέον, παραθέτουμε στο τέλος του βιβλίου αλφαβητικό λεξιλόγιο, το οποίο θα σε βοηθήσει σε περίπτωση που δεν επαναλαμβάνεται κάποια λέξη στο κατά κεφάλαια λεξιλόγιο.

Με τη βοήθεια του βιβλίου αυτού, πιστεύουμε ότι θα αποκτήσεις τη δυνατότητα, όχι μόνο να κατανοείς και να χειρίζεσαι τη γλώσσα που είναι σχετική με τον τομέα σου, αλλά και ότι μετά την αποφοίτησή σου, θα έχεις ένα εφόδιο στα πρώτα σου επαγγελματικά βήματα, δικαιώνοντας έτσι την προσπάθειά μας να γίνει η θεωρία πράξη.

Η συγγραφική ομάδα

Things to keep in mind

A. Business letters

Every company's heading including essential information about address, telephones, Fax, telex, or cable in Business Letters is usually typed on a headed notepaper. The writer of a business letter has to write the address of the receiver and then proceed with the date, the greeting, the subject line (but not always), the opening paragraph, the body of the letter, the complimentary close and the signature.

There is usually a correlation between the name and the address as well as the greeting and the complimentary close. Here follow some examples:

Name and address	Greeting	Complimentary close or closing phrase
Hellexpo Ltd. 220 Regent st. London W1 GTM	Dear Sirs	Yours faithfully (Yours truly)
The Sales Manager Hellexpo Ltd. 220 Regent st. London W1 GTM	Dear Sir	Yours faithfully (Yours truly)
Ms J. Gordon Hellexpo Ltd. 220 Regent st. London W1 GTM	Dear Ms Gordon	Yours sincerely

Note also some differences in the use of comma in some parts of the letter.

a. The Garden Group Ltd.,	or	The Garden Group Ltd.
75, Victoria st.	or	75 Victoria st.
London, WIX OES	or	London WIX OES
b. 1 st February, 1989	or	1 st February 1989
February 1, 1989	or	February 1 st 1989 (USA)
c. Dear Sirs,	or	Dear Sirs
d. Yours faithfully,	or	Yours faithfully

B. Abbreviations usually found in commercial correspondence:

Ave.	: Avenue
B/L	: Bill of Lading
c.i.f.	: Cost, insurance, freight
Co.	: Company
C.O.D.	: Cash on delivery; collect on delivery (USA)
C.W.O.	: Cash with order
E.E.C.	: European Economic Community
f.a.s.	: Free alongside ship
f.o.b.	: Free on board
Ltd.	: Limited
quota	: Quotations
Rd.	: Road
Sq.	: Square
St.	: Street
E.U.	: European Union

Note: Η συντομογραφία Ltd. αποδίδεται στα Ελληνικά Ε.Π.Ε. (Εταιρεία Περιορισμένης Ευθύνης).

Στη Μεγάλη Βρετανία όμως για να συσταθεί εταιρεία Ltd. απαιτείται ύψος κεφαλαίου περίπου ίσο με αυτό που απαιτείται στην Ελλάδα για να συσταθεί Α.Ε. (Ανώνυμη Εταιρεία).

Vocabulary

keep in mind, λαμβάνω υπόψη, έχω κατά νου, θυμάμαι
business letters, εμπορική αλληλογραφία
company, εταιρία/εταιρεία
heading, επωνυμία και διεύθυνση/ταυτότητα εταιρίας
essential, ουσιώδης, σημαντικός
address, διεύθυνση
telex, τηλετύπο, τέλεξ
cable, τηλεγράφημα
type, δακτυλογραφώ
headed notepaper, έντυπο με την ταυτότητα της εταιρίας

receiver, παραλήπτης
proceed with, συνεχίζω, προχωρώ
greeting, προσφώνηση επιστολής
subject line, θέμα, γραμμή θέματος
opening paragraph, εισαγωγική παράγραφος, άνοιγμα επιστολής, πρόλογος
body of the letter, κύριο θέμα επιστολής
complimentary close, ευγενικό κλείσιμο επιστολής
signature, υπογραφή
correlation, συσχετισμός
abbreviation, συντομογραφία

ΣΗΜ.: Η ερμηνεία των συντομογραφιών δίνεται στο κατά κεφάλαια λεξιλόγιο.

UNIT 1

Chapter	Function	Language work
1. Students! What are you going to do after leaving school?	Hypothesizing - Expressing opinions - Giving advice - Acquiring vocabulary	1st and 2nd Conditional - Should - Must - Antonyms - Word formation - Multiple choice - Joining parts of sentences
2. Looking for a job	Understanding ads - Acquiring vocabulary - Reporting statements - Listening	Synonyms - Forming adverbs - Antonyms - Direct → Indirect Speech - Writing ads - Answering questions
3. Applying for a job	Understanding applications - Acquiring vocabulary - Requesting politely - Reporting statements	Synonyms - Prepositions - Derivatives - "Would" after "if" in extremely polite requests - Reported speech
4. Filling in curricula vitae	Writing a Curriculum Vitae - Acquiring vocabulary - Listening	Completing CV forms - Definitions - Answering questions
5. Testimonial	Understanding testimonials - Acquiring vocabulary - Revising Tenses	Question making - Antonyms - Word formation - Do, make - Differences in the meaning of synonyms - Idiomatic expressions - S. Pres. Perfect, S. Past, S. Future
6. Asking to come for an interview	Understanding letters - Asking for an interview - Identifying parts of speech - Hypothesizing - Acquiring vocabulary	Prepositions - Listing parts of speech - Conditionals - Forming meaningful phrases - Derivatives
7. Means of transportation	Giving Features - Expressing opinions and comparing facts - Acquiring vocabulary - Revising Tenses	Wh-questions - Definitions - Antonyms - Prefixes - Prepositions - S. Present, S. Future
8. The first touch	Describing procedures - Revising Tenses - Acquiring vocabulary	S. and Cont. Present, Future Cont., S. Future, S. Pr. Perf. - Word matching - Question making - Derivatives - Prepositions
9. Maria gets her first job	Giving an interview - Acquiring vocabulary - Reporting statements - Confirming information - Referring to qualities	Reported Speech - Verb Tenses - Word building - Correcting mistakes - Prepositions - Question tags - Forming paras

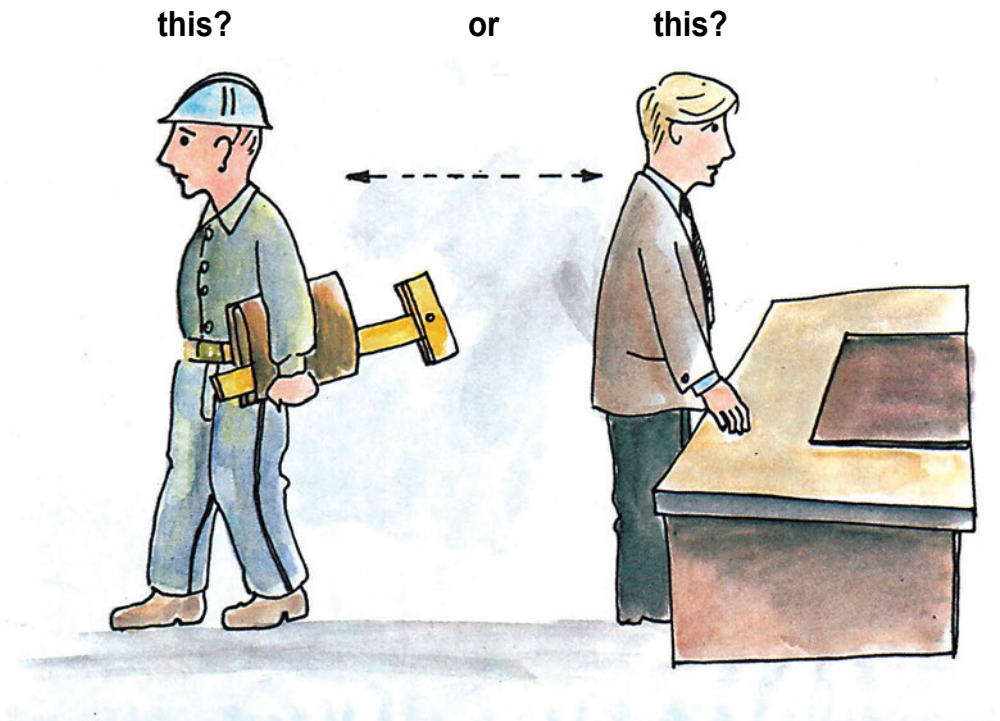
Chapter	Function	Language work
10. Adapting to the new environment	Describing places - Referring to office items and devices - Revising Tenses - Acquiring vocabulary	Definitions - Verb Tenses - Prepositions - Derivatives
11. At the stationer's	Describing items - Asking to buy things - Offering to sell things - Acquiring vocabulary - Speaking	Correcting mistakes - Wh-questions - Definitions - Puzzle - Prepositions - Acting out a guided role play
12. Visiting an exhibition for office equipment	Describing devices - Asking for information - Giving information - Reporting statements - Acquiring vocabulary	Reported speech - Synonyms - Derivatives - Definitions
13. Security in the office	Giving instructions - Acquiring vocabulary - Reporting statements	(Negative) Imperative - Multiple choice - Antonyms - Reported speech
14. The staff responsibilities	Describing (the personnel's) duties - Asking for and giving information - Acquiring vocabulary - Revising the passive voice	Prepositions - Definitions - Vocabulary practice - Formation of nouns - Active → Passive
15. The manager and the secretary	Giving advice - Making suggestions - Describing people - Acquiring vocabulary - Speaking	Definitions - Antonyms - Prefixes and suffixes - Acting out a dialogue
16. Rumours at the backstage	Expressing ideas and opinions - Exchanging opinions - Acquiring vocabulary - Reporting statements - Revising the passive voice - Speaking	Making up questions - Synonyms - Vocabulary practice - Prepositions - Reported Speech - Active → Passive - Acting out a dialogue
17. Ads may help you find a new job	Dealing with ads - Acquiring vocabulary - Writing an application and a CV - Speaking	Sentence construction - Definitions - Derivatives - Responding to ads by writing an application letter and a cv
18. Keeping a client busy	Making proposals - Asking for and showing directions - Acquiring vocabulary - Telling the time - Revising Tenses - Listening	Derivatives - Prepositions - Idiomatic phrases - Synonyms - Verb Tenses - Answering questions

Unit 1

Getting a job



Students! What are you going to do after leaving school?



If you are going to work in the business world, here follow some of the advantages of working in an office:

- You work inside, in a usually pleasant environment.
- Your salary is fixed.
- You meet new people.
- You have fixed working hours.
- There can be promotion prospects.
- Your week-ends are free.
- Your job is creative.
- Initiative is needed.

Well! Are you interested? If so, you should keep in mind the following: One must have the ability to write clearly expressed and logically argued reports in English, regardless of the post he/she has got. Writing reports as well as letters, telex messages and memoranda, talking to a client or a visitor, recording episodes in the working lives, and telephoning can be difficult tasks. A good clerk should also be polite, efficient, willing to help, sociable, hard-working, intelligent and elegant. She/he must also have the ability to speak at least one foreign language fluently and clearly.

A. Questions

1. In your opinion, which are the most important advantages of working in an office?
2. How should reports in English be?
3. Is it an easy task to write reports or letters?
4. What qualities should a good clerk have?
5. How should a good clerk speak a foreign language?

B. Exercises

1. Complete the sentences.

- a. If you can have fixed working hours and a fixed salary.
- b. If your boss wouldn't have fired you.
- c. If you won't be a good secretary.
- d. If you would meet the manager.
- e. If *you send* me the book, I or
If *you'll send* me the book, I (extreme kindness).

2. Give the antonyms of the following words. Then write three sentences using any three of them.

- | | |
|--------------|----------------|
| a. inside | f. polite |
| b. advantage | g. efficient |
| c. following | h. willing |
| d. logically | i. sociable |
| e. difficult | j. intelligent |

3. Identify which of the words is a verb, a noun, an adjective or an adverb.

- | | |
|--------------|--------|
| a. world | (noun) |
| b. salary | |
| c. creative | |
| d. write | |
| e. logically | |
| f. argue | |
| g. reports | |
| h. messages | |
| i. efficient | |
| j. elegant | |
| k. fluently | |

4. Choose the most suitable word from the underlined ones to complete each sentence.

- a. Our company's clerks are paid their salary/wages/income at the end of each month.
- b. Some years ago they were paid their salary/income/wages every Saturday.
- c. Susan has just left to go to work/business/job.
- d. They worked very hard in the past, but now they have their own work/business/job.
- e. Clerks/Shop-assistants/Workers should be polite to clients.
- f. Writing letters, talking to clients and answering the telephone are some of a secretary's works/tasks/advantages.
- g. Bryan has a very good work/task/job in an international company.
- h. John is a very efficient/effectual/productive manager.

5. Complete each sentence from (a) to (e) with one of the endings from (1) to (5). Use each ending once only.

- a. If you work hard
- b. You could find another job with a higher
- c. The best way to find a secretary is to put an
- d. He is afraid that in his job
- e. One of the advantages of working in an office is that

- 1 salary and better working conditions.
- 2 there are no promotion prospects.

- 3 the company will give you promotion to a better post.
 4 advertisement in a newspaper.
 5 you have fixed working hours.

Vocabulary

business, επιχείρηση, εμπόριο, δουλειά

advantage, πλεονέκτημα

fixed, καθορισμένος, συγκεκριμένος

promotion, προαγωγή

prospect, προοπτική

creative, δημιουργικός

initiative, πρωτοβουλία

keep in mind, έχω κατά νου, λαμβάνω υπόψη

ability, ικανότητα

argue, επιχειρηματολογώ, χρησιμοποιώ επιχειρήματα

report, αναφορά

secretary, γραμματέας

manager, διευθυντής

telex, τέλεξ, τηλετυπο

facsimile/fax, τηλεομοιοτυπία, φάξ

message, μήνυμα

memorandum (-da πληθ.), (υπενθυμητικό) σημείωμα, υπόμνημα

client, πελάτης (κυρίως γραφείων, δικηγόρων, αρχιτεκτόνων κ.λπ.)

record, καταγράφω

episode, επεισόδιο

task, καθήκον, υποχρέωση

clerk, υπάλληλος

efficient, ικανός, επαρκής

willing, πρόθυμος

sociable, κοινωνικός

intelligent, ευφυής, έξυπνος, καλλιεργημένος

elegant, κομψός, εκλεπτυσμένος

fluently, με ευφράδεια, με άνεση (στην ομιλία)



Looking for a job

The following ad appeared in the *Athens News* two days ago.

Job Vacant

Are you reliable?

clever?

efficient?

sociable?

good-looking?

Do you have a pleasant voice? Are you a pretty fast typist and an accurate shorthand writer? Are you energetic and lively? Can you easily take initiative? We are looking for a secretary in the sales department. Fascinating salary. Four weeks holiday.

If interested, send your Curriculum Vitae and any testimonials to:

Dinos Yianniotis

Sales Manager,

Ex-En Ltd,

90, Orpheos St.,

Piraeus, 17303

A. Questions

1. Where did the above ad appear?
2. What does it refer to?
3. What are the company looking for?
4. What do you have to send to the company if you are interested in the job mentioned in the ad?
5. What is Mr Yianniotis' job?
6. In your opinion, which of the qualities mentioned in the ad, are necessary for a secretary? Explain why.
7. Refer to some more qualifications that a secretary should have.
8. Does a Curriculum Vitae contain information only about your personal life?

B. Exercises

1. Find the words/ phrases in the text which have the same meaning as the following:

- a. seeking
- b. trustworthy
- c. intelligent
- d. working well, quickly and without waste of time
- e. with a nice appearance
- f. quick
- g. active
- h. exciting

2. Rewrite the sentences using the prompts given.

- a. Is he a reliable person?
Mary asked me...
- b. Can she easily take initiative?
Tom wanted to know...
- c. We are looking for a sales manager.
They told her...
- d. The ad appeared in the paper last week.
He said that...

3. Fill in the blanks:

Adjective	Adverb
clever	a.
efficient	b.
pleasant	c.
fast	d.
accurate	e.
easy	f.

4. Match the following so as to form eight pairs of antonyms.

- | | |
|-------------|--------------------|
| a. reliable | 1. foolish; stupid |
| b. clever | 2. slow |

- | | |
|-----------------|------------------------------|
| c. efficient | 3. with difficulty |
| d. sociable | 4. unreliable; untrustworthy |
| e. good-looking | 5. introvert; unsociable |
| f. fast | 6. dull |
| g. easily | 7. incompetent; inefficient |
| h. fascinating | 8. ugly |

5. Write a similar ad in which you offer a job to a salesman. Use the following words: persuasive, competent, long hours, involves, driving licence, travelling, promotion prospects, satisfactory salary, sociable, energetic.



Listen and answer

1. What is Lilian Manou's post in EX-EN Ltd?
2. Why has Maria visited her?
3. What did Lilian say about the kind of job Maria is interested in?
4. What will Maria's duties be, if she gets the job?
5. Is Maria familiar with the operation of the telex and telefax?
6. What other course has Maria attended?
7. Do the company have any computerised data storage system?
8. Has Maria got any previous experience in computers?
9. What else does Maria have to attach to her application form?
10. Does Maria have any other qualifications?

Vocabulary

look for, ψάχνω, ζητώ
job, επάγγελμα, δουλειά
following, παρακάτω, κατωτέρω
ad (advertisement), αγγελία, διαφήμιση
appear, εμφανίζομαι, παρουσιάζομαι
vacant, κενός, διαθέσιμος
reliable, αξιόπιστος
clever, έξυπνος
efficient, ικανός, καλός (στη δουλειά)
sociable, κοινωνικός
good-looking, εμφανίσιμος
pleasant, ευχάριστος
voice, φωνή
pretty (+adj.) πολύ, αρκετά

typist, δακτυλογράφος
accurate, ακριβής
shorthand writer, στενογράφος
energetic, ενεργητικός, δραστήριος
lively, ζωντανός, δραστήριος
initiative, πρωτοβουλία
secretary, γραμματέας
sales department, τμήμα πωλήσεων
fascinating, ελκυστικός, γοητευτικός
salary, μισθός
interested, ενδιαφερόμενος
Curriculum Vitae, Βιογραφικό Σημείωμα
testimonial, συστατική επιστολή
sales manager, διευθυντής πωλήσεων

Applying for a job

In reply to the advertisement that appeared in the “Athens News”, Maria Petrou sent an application for the post of the secretary in the Sales Department of the “EX-EN Ltd.”.

37, Metsovou st.,
Athens, 178 89
17th October, 1995

Mr. Dinos Yianniotis
Sales Manager,
EX-EN Ltd.,
90, Orpheos st.,
Piraeus, 1703

Dear Mr Yianniotis,

With reference to your advertisement for a secretary in the Sales Department, I should be grateful if you would consider my application for this job.

I enclose a full curriculum vitae, together with a copy of my Diploma from the A.B. School of Commerce and a testimonial from Mrs Helen Collins, the principal of my school, who will be willing to give you any further information you may wish to have about my character or my work.

I am most anxious to supplement my theoretical knowledge with practical experience, and should be very grateful for a favourable consideration of my application.

Yours sincerely,



MARIA PETROU

A. Questions

1. What do you think the “Athens News” is?
2. What post did Maria send her application for?
3. Who is the letter addressed to?
4. What did Maria enclose with her letter of application?
5. Has Maria got any previous experience of working in an office?
How do you know?

B. Exercises

1. Match the following to make eight pairs of synonyms.

- | | |
|----------------------|---------------------------------------|
| a. in reply to | 1. examine/look into |
| b. post | 2. headmaster |
| c. with reference to | 3. concerning |
| d. consider | 4. complete |
| e. principal | 5. answering |
| f. supplement | 6. position |
| g. experience | 7. expressing approval |
| h. favourable | 8. skill which has come from practice |

2. Fill in the blanks with a suitable preposition.

.....¹ reply to the "EX-EN Ltd." advertisement that appeared² the «TIMES», George sent an application³ the post⁴ the sales representative.

He wrote:

".....⁵ reference⁶ your advertisement⁷ a secretary⁸ the Sales Department, I would be grateful if you would consider my application⁹ this job. I enclose a curriculum vitae, together¹⁰ a copy of my Diploma.

I should be very grateful¹¹ a favourable consideration¹² my application."

3. Read Maria's application again starting like this:

Maria wrote that, with reference to their advertisement for a secretary in the sales department, she would be grateful...

4. "I should be grateful **if you would consider** my application for this post". (Extremely polite form used instead of "I should be grateful **if you considered** my application")

Rewrite the following sentences in an extremely polite way.

- I should be pleased **if you had** an interview with me.
- I should be obliged **if you sent** me a brochure.

- c. I should be glad **if you gave** my letter an immediate reply.
- d. We should be grateful **if you informed** us about your latest prices.

5. Fill in the blanks with the right form of the words in capitals at the end of each sentence.

- a. You have to fill in an form if you are interested in getting the job. (APPLY)
- b. Every Monday a large number of appear in the newspapers. (ADVERTISE)
- c. isn't everything in life. (APPEAR)
- d. She is a secretary with 5 years' (EXPERIENCE)
- e. We shall give your request careful (CONSIDER)
- f. With to your letter, we inform you that your offer has been accepted. (REFER)
- g. He wanted to supplement his theoretical with practical experience (KNOW).
- h. You'd better get some food, because your diet is poor. (SUPPLEMENT).

Vocabulary

apply for a job, κάνω αίτηση για να προσληφθώ σε δουλειά

reply, απάντηση

advertisement, αγγελία, διαφήμιση

appear, εμφανίζομαι

application, αίτηση

post, πόστο, θέση

secretary, γραμματέας

sales, πωλήσεις

sales department, τμήμα πωλήσεων

sales manager, διευθυντής πωλήσεων

reference, αναφορά, μνεία

with reference to, αναφερόμενος σε, αναφορικά με

grateful, ευγνώμων

consider, μελετώ προσεκτικά, σκέπτομαι

enclose, εσωκλείω

full, πλήρης

curriculum vitae, βιογραφικό σημείωμα

copy, αντίγραφο

diploma, πτυχίο

commerce, εμπόριο

testimonial, συστατική επιστολή

principal, διευθυντής (σχολείου)

willing, πρόθυμος

further, περαιτέρω, επιπλέον

information, πληροφορίες

be anxious to, ανυπομονώ να

supplement, συμπλήρωνω, συμπλήρωμα

theoretical, θεωρητικός

knowledge, γνώση, γνώσεις

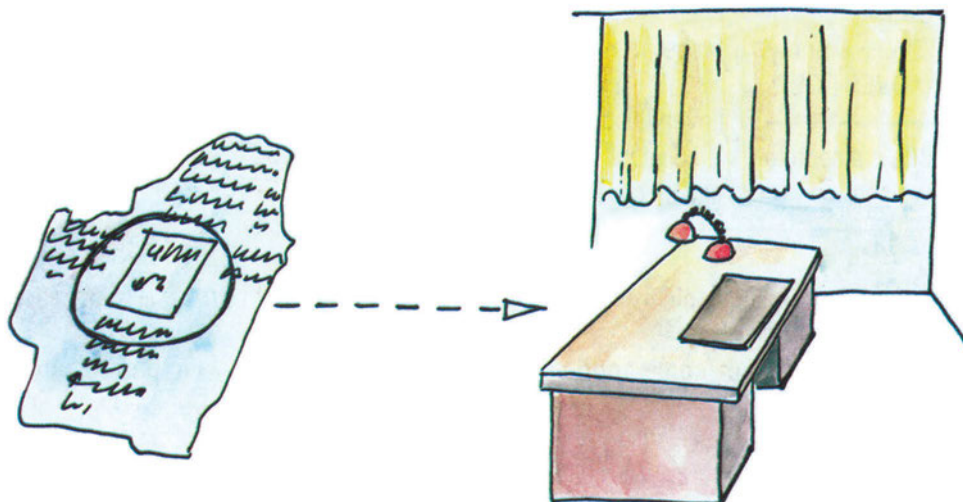
practical, πρακτικός

experience, εμπειρία, πείρα

favourable consideration, ευνοϊκή αντιμετώπιση

yours faithfully, μετά τιμής, με τιμή

Filling in curricula vitae



Curriculum Vitae

Name	Maria Petrou
Address	37, Metsovou st., Athens 178 89
Marital Status	Single
Date of birth	16 June, 1976
Education	Technical Lyceum and the AB School of Commerce
Qualifications	Fluency in English, reading knowledge of French and German, Diploma of the AB School of Commerce; shorthand : good, typing : very good, book keeping : very good, English : very good.
Experience	None
Interests	Travelling
Referee	Mrs Helen Collins, Principal of the AB School of Commerce, 3 Stadiou St., Athens 170 85

Exercise

Find the words in the curriculum vitae having the meaning of the following:

- a. the place where a person lives
- b. a condition that determines one's formal or family position
- c. the ability to understand, but not speak a language perfectly
- d. the quality of speaking and writing a language in an easy smooth manner
- e. an official paper showing that a person has successfully finished a course of studies and/or passed an examination
- f. the act of keeping the accounts of money of a business company, a public office, etc.

Activity 1

You have resigned your previous job because there were no promotion prospects and better pay. You have fluency in English and a diploma from the University of Commerce in Athens. Write an application letter and a full curriculum vitae for the post of the Chief Accountant in the "Cargo Shipping Co." who have advertised in the "Morning News". Use an address of your own for the company.

Activity 2

WANTED URGENTLY

A secretary for an International Travel Agency. Must speak English fluently and either French or German, be prepared to work long hours with extra money for overtime work.
Single, young persons preferred.
Apply P.O. Box 9893

Read the advertisement on the left and fill in the form of the curriculum vitae that follows, trying to make sure that the information you will mention will help you get the job.

(In the last line, under the subheading "GENERAL IMPRESSION", you have to refer to your character and/or personality.)

NAME:
 AGE:
 MARITAL STATUS:
 EDUCATION:
 PRESENT JOB:
 REASON FOR LEAVING:
 LANGUAGES:
 OTHER QUALIFICATIONS:
 PREVIOUS EXPERIENCE:
 GENERAL IMPRESSION:



Listen and answer

1. Where does Susan work? What is her job?
2. Who is ringing? What is she ringing for?
3. Why has she called?
4. What kind of job is it?
5. Are there any promotion prospects?
6. What kind of qualifications should the person who will get the job have?
7. Has Christine got any experience in the computer?
8. Has she got any experience in the telex?
9. What will the company do, if she is chosen for the post?
10. When is Christine going to be interviewed?

Vocabulary

Curriculum Vitae (C.V.), Βιογραφικό Σημείωμα
status (marital status), οικογενειακή κατάσταση

single, άγαμος

birth, γέννηση

qualification, προσόν, τίτλος (σπουδών)

fluency, ευχέρεια (λόγου)

knowledge, γνώση, γνώσεις

diploma, δίπλωμα

commerce, εμπόριο

School of Commerce, Εμπορική Σχολή

shorthand, στενογραφία

typing, δακτυλογραφία

book-keeping, κράτηση/τήρηση λογιστικών βιβλίων

experience, εμπειρία, πείρα

interest, (το) ενδιαφέρον

referee, αυτός που δίνει συστάσεις για κάποιον άλλο

principal, ο επικεφαλής, διευθυντής (σχολείου)

Testimonial

The A.B. School of Commerce
3, Stadiou st.,
Athens, 17085

TO WHOM IT MAY CONCERN

Miss Maria Petrou, aged 19, attended a commercial course at this school from 1st September, 1994 to 30th June, 1995. She was awarded the school's Diploma, in which she gained particularly good results in typing, book-keeping and English.

Miss Petrou has always been a polite and willing student showing good manners and respect for others. She took a keen interest in school activities, and I am confident that she will make an energetic, reliable and pleasant secretary.

HELEN COLLINS



Principal

A. Questions

1. What sort of business course has Maria attended?
2. What was she awarded?
3. Which subjects did she gain particularly good results in?
4. Has Maria been an impolite and unwilling student?
5. Was Maria interested in school activities?
6. According to Mrs Collins' opinion, what kind of secretary will Maria make?
7. What would you say about yourself as a school student?

B. Exercises

1. Write the questions to the answers which are in boldface.

- a. She is **19 years old**.
- b. She attended **a commercial course** at the A.B. School of Commerce.
- c. She gained particularly good results in **typing, book-keeping and English**.
- d. She has always been **a polite and willing student**.
- e. She will make **an energetic, reliable and pleasant** secretary.

2. Write the opposites of these words.

- | | |
|--------------------|-------|
| a. suitable | |
| b. glad | |
| c. good | |
| d. keen (interest) | |
| e. confident | |
| f. energetic | |
| g. reliable | |
| h. pleasant | |

3. Complete the following sentences putting the verbs in the passive tenses suggested.

- a. She (**be award**) the School Diploma. Past simple
- b. The teachers must (**respect**) by the students. Infinitive
- c. Maria (**teach**) to be willing and polite. Pr. Perf. Simple
- d. Tom (**send**) to a school of commerce. Future Simple
- e. Their daughter (**give**) very good manners and an excellent education.
Pres. Perfect Simple

4. Use the verbs *do* or *make* correctly.

- a. She will an excellent teacher.
- b. I can't out what he is trying to do.
- c. Why can't you him his job?
- d. There's nothing to here.
- e. Will you me a favour?
- f. up your mind (about) what you want to

5. Study the meaning of the following and then use each verb, at least once, in the correct form to complete the sentences.

attend: to give attention and be present at

follow: to understand clearly

watch: to keep eyes fixed on something or someone

observe: to watch carefully

- a. Will you the candidate there, and see how she fills in the application form for the vacant job?
- b. Our company's personnel will a lecture about marketing.
- c. I can't your reasoning.
- d. The manager by the staff of his department.
- e. Do not visit my boss tomorrow at 10.00 a.m. He a meeting.
- f. You have to your words when you talk to the manager.
- g. They were entering the bank.

6. a) to whom it may concern b) gain good results in c) show respect for d) take a keen interest in e) be confident that;

Use the above in sentences of your own, so that their meaning is clear.

Vocabulary

testimonial, συστατική επιστολή

to whom it may concern, για κάθε ενδιαφε-
ρόμενο /προς όποιον αφορά

attend, παρακολουθώ (μαθήματα, διαλέξεις
κ.λπ.)

commercial course, κύκλος εμπορικών μα-
θημάτων

award, απονέμω, ανταμείβω

diploma, δίπλωμα

gain, παίρνω, αποκτώ, κερδίζω

particularly, εξαιρετικά, ειδικά
result, αποτέλεσμα
typing, δακτυλογραφία, δακτυλογράφηση
book-keeping, κράτηση/τήρηση βιβλίων
polite, ευγενικός
willing, πρόθυμος
manner, τρόπος (συμπεριφοράς)
respect, σεβασμός
keen, οξύς, σημαντικός

take a keen interest in sth, δείχνω μεγάλο ενδιαφέρον για κάτι
activity, δραστηριότητα
be confident, έχω την πεποίθηση
make, γίνομαι
energetic, δραστήριος, ενεργητικός
reliable, αξιόπιστος
principal, διευθυντής (σχολείου, κολλεγίου κ.λπ.)



Asking to come for an interview

**EX-EN Ltd.
90, Orpheos st.,
Piraeus, 17303**

Miss Maria Petrou,
37, Metsovou st.,
Athens, 178 89

25th October, 1995

Dear Madam,

We have received your application for the post of secretary in our Sales Department, and we would be very glad if you could come here for an interview on Wednesday next, 31st October, at 9.30. If that day or time is not convenient to you, please let me know, and I will try to arrange the interview for some other day and time suitable for both of us.

Yours faithfully,
p.p. EX-EN Ltd.



Dinos Yianniotis
Sales Manager

A. Questions

1. Which department of the company is the new secretary going to work in?
2. Can you name some other departments of a big company?
3. What do you think happens during an interview?
4. What will the manager do if the time or day of the interview is not convenient to Maria?
5. If you were a businessman and were about to employ a secretary, which qualities would you consider essential for her to have?

B. Exercises

1. Complete the following sentences with the right prepositions.

- a. We have received your application the post secretary
..... our Sales Department.
- b. We should be glad if you could come an interview
Wednesday, 9.30 a.m..
- c. If it is not convenient you, I'll try to arrange it some other
day suitable you.

2. Find in the text and write them down: 3 verbs, 3 nouns, 3 adjectives and 3 personal pronouns.

3. Give the two other types of the following Conditional Clauses:

- a. If we receive your application in time, we will arrange an interview.
- b. If that day is not convenient to you, we will try to postpone the meeting.

4. Match the following so as to make five meaningful phrases.

- | | |
|----------------|-------------------|
| a. receive | 1. department |
| b. sales | 2. an application |
| c. convenient | 3. an interview |
| d. arrange | 4. secretary |
| e. the post of | 5. time |

5. Fill in the blanks in the following table:

VERB	NOUN	NOUN (person)
interview
receive
apply
manage
employ

Vocabulary

interview, ραντεβού για συνέντευξη

Madam, κυρία (χρησιμοποιούμε την προσφώνηση «Dear Madam» ανεξάρτητα αν πρόκειται για κυρίες ή δεσποινίδες, εκτός αν αναφέρουμε και το επώνυμο οπότε γράφουμε "Dear Miss/Mrs + surname")

receive, παίρνω, λαμβάνω

application, αίτηση

post, πόστο, θέση

secretary, γραμματέας

Sales Department, Τμήμα Πωλήσεων

glad, ευχαριστημένος

convenient, βολικός

let me know, ενημερώστε με

try, προσπαθώ

arrange, κανονίζω

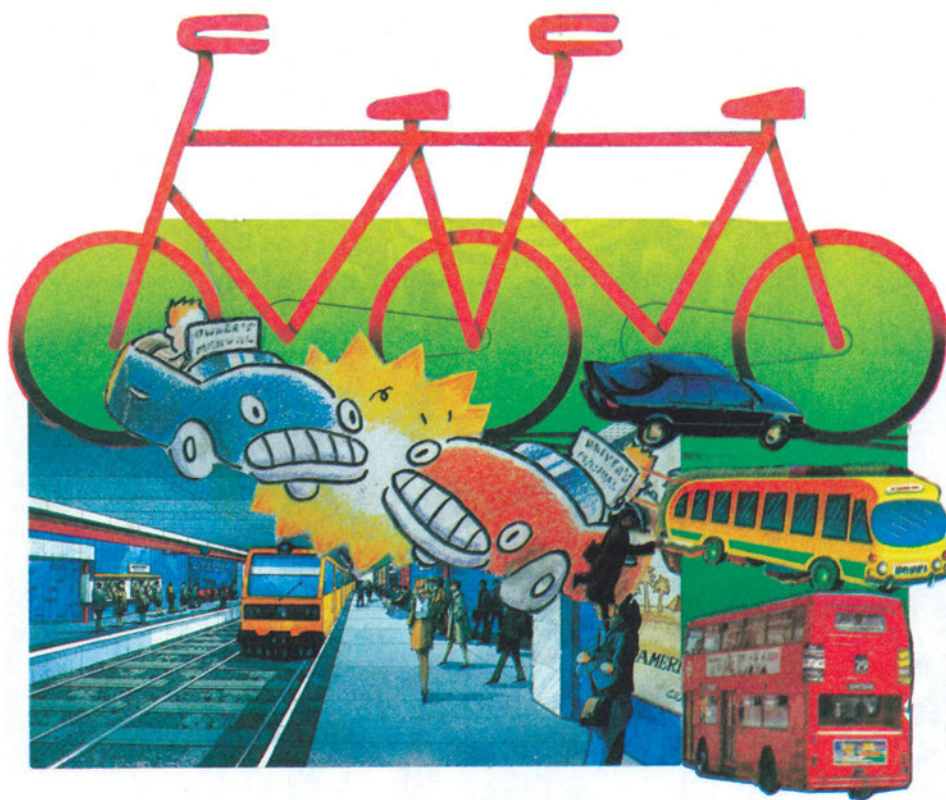
suitable, κατάλληλος

Yours faithfully, Με τιμή

p.p. (per pro), α.α. (αντ' αυτού)



Means of transportation



The network of communications within a big city includes the underground railway, buses, taxis and, of course, driving.

The most popular means of transport is the **underground**, or the **tube** as it is called. Most commuters use it, because it is the quickest form of transport, as it avoids the traffic jam. However, it is very crowded at rush hours and most of the times it's difficult to find a seat. But, even if you have to stand in the train

all the way, it is certain that you'll reach your destination in due time. Don't forget to invalidate your ticket and keep it during the journey, in case the ticket collector asks for it.

When you like to see much of a city or explore it, **buses** are the ideal way. The fare is usually of the same cost as in the underground, and visitors to most European countries, who use public transport a lot, whether it is the tube or the buses, can buy the appropriate sort of weekly or monthly ticket. It's some kind of card which allows passengers to have unlimited drives. However, taking a bus may cause you great inconvenience. First of all, you have to queue up when waiting at the bus-stop, and... don't let the idea of jumping the queue cross your mind. People around will strangle you... Another disadvantage is the traffic during the peak hours. A twenty-minute journey may last for more than an hour and the possibility of being late, is a common phenomenon. Nevertheless, buses are likeable to those who want to discover the beauties of a city or town. Double-decker buses are advisable, if you want to get a good view of the city. You can almost see everything from the upper deck.

Although **taxis** are very expensive, they are the most comfortable way of reaching your destination. You can book a taxi in advance, or you can stop it when you see the sign "For Hire" displayed.

Using your **car** puts you into trouble. Parking is expensive and difficult to find in the centre of big cities. If you park in a non-parking area, traffic wardens will give you a ticket for illegal parking and you can't avoid paying the fine.

Whichever means you like to use, see if it can be of good service to you.

A. Questions

1. Refer to the means of transportation, mentioned in the first paragraph.
2. Why do most of the commuters use the underground railway?
3. What must commuters do with their ticket?
4. Which means of communications should one use if he likes to see much of the city, or explore it?
5. Which kind of tickets can allow passengers to have unlimited drives?
6. Refer to the first inconvenience you will face, in case you decide to take a bus.
7. What is a common phenomenon when using a bus?
8. When are double-decker buses advisable?
9. When can you stop a taxi?
10. What will happen, if you park your car in a non-parking area?

B. Exercises

1. Find the words in the text, having a similar meaning to the following:

- a. a large system of lines, tubes, wires etc. that cross or meet one another
- b. the various ways of travelling
- c. liked by people
- d. the place which is set for the end of a journey or to which something is sent
- e. to make something not (any longer) suitable for use
- f. for the use of everyone; not private
- g. rush hours; time during which there is heavy traffic
- h. that costs a lot

2. Match the following so as to form fifteen pairs of antonyms.

- | | |
|------------------|--------------|
| a. within | 1. least |
| b. big | 2. unknown |
| c. include | 3. out of |
| d. most | 4. remember |
| e. popular | 5. small |
| f. reach | 6. keep out |
| g. certain | 7. private |
| h. forget | 8. doubtful |
| i. usually | 9. avoidable |
| j. public | 10. leave |
| k. inconvenience | 11. easy |
| l. advisable | 12. seldom |
| m. expensive | 13. lose |
| n. difficult | 14. comfort |
| o. find | 15. cheap |

3. Form the opposites of the following, adding the prefixes in-, un-, dis-, il-.

- | | |
|----------------|-------|
| a. validate | |
| b. like | |
| c. appropriate | |
| d. limited | |
| e. convenience | |

- f. advantage
- g. possible
- h. commonly
- i. expensive
- j. comfortable
- k. legal
- l. avoidable

4. Fill in the blanks with the appropriate preposition.

- a. The tube is very crowded rush hours and most the times it's difficult find a seat.
- b. Passengers must keep their ticket case the ticket collector asks it.
- c. The bus tickets are usually the same cost the underground.
- d. You have queue when you wait a bus stop.
- e. Buses are likeable people who want discover the beauties a town.
- f. If you book a taxi advance, you will not have wait, until you see the sign "..... Hire " displayed.

5. Put the verbs in brackets in their correct form.

- a. The underground railway, buses and taxis (include) in the network of communications.
- b. Even if you (have to) stand in the train, it (be) certain that you (arrive) at your destination in due time.
- c. If you (jump) the queue, people around (protest)
- d. (Use) your car often (put) you into trouble.
- e. If you (give) a ticket for illegal parking, you can't avoid (pay) the fine.
- f. Before (choose) the way you travel, (see) if it can be of good service to you.

Vocabulary

means, μέσον
transportation, μεταφορά

network, δίκτυο
communications, μεταφορικά μέσα

underground railway, υπόγειος σιδηρόδρομος, μετρό
tube, υπόγειος σιδηρόδρομος, μετρό
commuter, πρόσωπο που χρησιμοποιεί αστική συγκοινωνία
traffic jam, κυκλοφοριακή συμφόρηση, μπουτιλιάρισμα
rush hours, ώρες αιχμής
destination, προορισμός
in due time, εν ευθέτω χρόνω, στην κατάλληλη ώρα
invalidate, ακυρώνω
ticket collector, ελεγκτής εισιτηρίων
explore, εξερευνώ
fare, εισιτήριο, ναύλος
unlimited, απεριόριστος
drive, διαδρομή (με αυτοκίνητο)
inconvenience, δυσκολία, φασαρία, ενόχληση, μπελάς

queue up, περιμένω στη σειρά/ουρά, μπαίνω στην ουρά
jump the queue, παραβιάζω την ουρά / σειρά
it crosses one's mind, περνά από το μυαλό κάποιου
strangle, στραγγαλίζω, πνίγω
peak hours, ώρες αιχμής
last, διαρκώ
double-decker (bus), διώροφο λεωφορείο
deck, όροφος λεωφορείου, κατάστρωμα
in advance, εκ των προτέρων
sign, σήμα
for hire, ελεύθερο (για ταξί)
display, εκθέτω, δείχνω
put (someone) into trouble, βάζω κάποιον σε μπελά
(traffic) warden, τροχονόμος
ticket, κλήση (για πρόστιμο)
illegal, παράνομος
fine, πρόστιμο

The first touch



At a quarter to nine on Wednesday morning, Maria left her house to go to the interview she had with Mr. Yianniotis, at his request. She preferred to travel by train, as the underground station was only about two or three minutes' walk from where she lived. Crowds of commuters, most of them businessmen, secretaries, typists, shop-assistants, representatives, managers, accountants, salesmen, indeed people from all walks of life, were hurrying into the station to get to work by 9.00 or 9.30 a.m.

Some people were queueing to get tickets, some others used the automatic ticket machines, but most of them had their “season ticket”.

A quarter of an hour later, she found herself outside the building of the company she hoped to work for. It was a really imposing high building, a sample of modern architecture. She made her way up to the sixth floor using the lift, although she could have used the escalator. While walking along a long corridor she could see the clerks through the glass partitions. They were already at work. When she arrived at Mr. Yianniotis’ office she knocked at the door. “Come in” she heard and entered. Mr. Yianniotis wasn’t there at that very moment, but a lady informed her that he would be back in two or three minutes.

She had a quick look round the room. It was well-lighted and pleasantly warm. Modern pictures were hung on the walls, which were painted in pale colours to help eyes while working. On the wall, behind the manager’s desk, there were hung some diagrams and plans which were perfectly designed. A thick carpet covered the floor and the furniture, being modern and comfortable, was placed in good order. “It’s a really pleasant and convenient place to work in”, she thought.

A. Questions

1. Why did Maria prefer to travel by train?
2. What kind of people were hurrying into the station?
3. What was the office building like?
4. How did she go up to the sixth floor? Was there another way of going up there?
5. Was she the first person to arrive there?
6. Describe Mr. Yianniotis’s office.
7. Would you like to work in an office like that? Say why.
8. Do you believe that nice and pleasant surroundings affect people’s mood and consequently their work? Discuss.

B. Exercises

1. **Rewrite the sentences. Each time replace the boldfaced parts of the sentences with the prompts given using the correct tense.**

- a. **At 9.45 on Wednesday morning** Maria left her house.

At 8.00 every morning Maria

It’s 9.45. Maria

- b. **A quarter of an hour later** she found herself outside the building.
In five minutes from now she
- c. **When she arrived**, they were already at work.
When you wake up tomorrow, they
When the manager arrives, they for 2 hours.
- d. Mr. Yianniotis wasn't there **at that very moment**.
Mr. Yianniotis for all next month.
Mr. Yianniotis there for a year.

2. Think of an adjective to match the following nouns.

- | | |
|-------------------|-----------------|
| a. businessman | i. building |
| b. secretary | j. architecture |
| c. shop-assistant | k. corridor |
| d. representative | l. look |
| e. manager | m. carpet |
| f. accountant | n. furniture |
| g. salesman | o. order |
| h. machine | p. place |

3. Write the question for the boldfaced parts of the sentences.

- a. **At 9.45 on Wednesday morning** Maria left her house.
- b. She preferred to travel **by train**.
- c. The underground station was **only about 2 or 3 minutes' walk** from where she lived.
- d. Crowds of commuters were hurrying into the station **to get to their post by 9.00 or 9.30 a.m.**
- e. The building was really **imposing and high**.
- f. She could see **the clerks** through the glass partitions.
- g. **"Come in"**, she heard.
- h. **Mr. Yianniotis** would be back in two or three minutes.
- i. **A thick** carpet covered the floor.

4. How would you feel if, like Maria, you were going to be interviewed? Nervous, excited, anxious, depressed, self-confident? Why?

5. Fill in the blanks of the following table:

Verb	Noun
.....	touch
.....	interview
.....	requirement
prefer
walk
.....	commuter
.....	typist
.....	representative
queue
hope
arrive
cover
.....	design
place
think
.....	request

6. Fill in the blanks with the right prepositions.

- a quarter to nine Maria went the interview she had Mr Yianniotis, his request.
- Crowds commuters, who were people all walks life, were hurrying the station get work.
- The company Maria hoped to work was housed an imposing building, which was a sample modern architecture.
- While walking the corridors, she could see the clerks the glass partitions.
- Modern pictures were hung the walls, which were painted pale colours, and the furniture was placed good order.
- She thought that it was a really pleasant place work

Vocabulary

touch, επαφή
interview, ραντεβού για συνέντευξη

at his request, σύμφωνα με την πρόσκλησή του, όπως το ζήτησε

prefer, προτιμώ
underground station, σταθμός υπόγειου σι-
δηροδρόμου
crowd, πλήθος
commuter, ταξιδιώτης από κάποιο σημείο
μιας πόλης σε ένα άλλο
businessman, επιχειρηματίας
secretary, γραμματέας
typist, δακτυλογράφος
shop-assistant, πωλητής σε κατάστημα,
υπάλληλος καταστήματος
representative, αντιπρόσωπος
manager, διευθυντής
accountant, λογιστής
salesman, έμπορος, πιασιέ
people from all walks of life, άνθρωποι από
όλα τα κοινωνικά στρώματα
hurry, βιάζομαι, σπεύδω
post, θέση, πόστο
queue, μπαίνω στη σειρά/ουρά (ανθρώπων)
automatic ticket machine, αυτόματη μηχανή
κοπής εισιτηρίων
season ticket, κάρτα/εισιτήριο διαρκείας
imposing, επιβλητικός
sample, δείγμα

modern, σύγχρονος, μοντέρνος
architecture, αρχιτεκτονική
make my way to, κατευθύνομαι προς
lift, ασανσέρ, ανελκυστήρας
escalator, κυλιόμενη σκάλα
corridor, διάδρομος
clerk, υπάλληλος (γραφείου)
partition, χώρισμα
knock at, κτυπώ (πόρτα)
enter, μπαίνω, εισέρχομαι
at that very moment, εκείνη ακριβώς τη στιγ-
μή
well-lighted (well-lit), με καλό φωτισμό
pleasantly, ευχάριστα
hang, κρεμώ
pale, παλ, όχι έντονος
diagram, διάγραμμα
plan, πλάνο, σχέδιο
design, σχεδιάζω
thick carpet, παχύ χαλί
furniture, επίπλωση, τα έπιπλα
place, τοποθετώ
good order, καλή διάταξη
convenient, βολικός, άνετος

Maria gets her first job



Maria has an interview at EX-EN Ltd with Mr Yianniotis, the Sales Manager.

- Mr Yianniotis** : My name is Dinos Yianniotis. How do you do? Please, do take a seat.
- Maria** : Oh, thank you.
- Mr Yianniotis** : I hope you weren't stuck in a traffic jam, were you?
- Maria** : No, not really. It was easy for me to get here, as the train suits me fine.
- Mr Yianniotis** : Well, I have your application here. So you've had no previous experience but Mrs Collins has written a very good reference for you.
- Maria** : Oh yes, and I hope I will practice my theoretical knowledge soon.
- Mr Yianniotis** : I see. Well, we are looking for someone with ambition and initiative. Someone who is confidential, sociable, friendly and cheerful in addition to being good at typing and speaking English.
- Maria** : Yes, I realise that I must do my best. I assure you I'm quite prepared to fulfil your requirements.
- Mr Yianniotis** : Good. I'd like you to begin work tomorrow, the first of November, at a salary of 190,000 drs. per month. Our office hours are from 9.00 a.m. to 6.00 p.m. with one hour off for lunch, and your weekends will be free. You might find the amount low, but there will be a chance of a rise after the first six months if you fulfil our expectations.

- Maria** : That sounds a good offer to me, since I have no previous experience. Well, I'll accept the job.
- Mr Yianniotis** : Welcome to our family then!
- Maria** : Thanks. I'm grateful to you for giving me this opportunity and I'll endeavour to do all I can, to justify your confidence.

A. Questions

1. What has Mrs Collins written?
2. Has Maria had any previous experience?
3. What sort of secretary are the company looking for?
4. What will Maria's first salary be?
5. Why will Maria accept the job?
6. Why will Maria try to do her best?

B. Exercises

1. Rewrite the sentences using the given prompts.

- a. "Please, do take a seat".
Mr. Yianniotis asked Maria...
- b. "You weren't stuck in a traffic jam, were you?"
He hoped that she....
- c. "I have your application here".
He explained to her that...
- d. "I will practise my theoretical knowledge soon".
She said that...
- e. "I'll do my best".
Maria promised that...
- f. "It's a good offer for me".
Maria thought that...

2. Put the verbs in brackets in the right tense.

- a. Mary **(be)** stuck in a traffic jam every morning.
- b. Mr Fotiou **(write)** a reference for Paul last month.
- c. John **(have)** much previous experience in accounting.
- d. She **(begin)** working tomorrow.
- e. "He **(work)**. You can't interrupt him now".
- f. She said she **(accept)** the job, because she liked the working conditions.

3. Based on the text, complete the sentences below. Then rewrite the words filling in the gaps on the left so as to form the word INTERVIEW vertically.

a. — — I — —

b. — — — — — — — N — —

c. — — — — — — — T — — — —

d. — E — —

e. — — — — — R —

f. — — — — — — — V — — — —

g. — — — — — I —

h. — — — — — E — — — —

i. W — — — — — — — —

a. The train Maria fine to get to her job.

b. Maria has had no previousof work.

c. Maria will practise her knowledge soon.

d. She'll do her to satisfy her boss.

e. Her will be 190,000 drs. per month.

f. Maria will to do all she can.

g. Fortunately, she wasn't stuck in a jam.

h. Maria is to Mr. Yianniotis.

i. Mr. Yianniotis Maria to their family.

4. Fill in the blanks with the correct prepositions and write the question tags at the end of each sentence.

a. Maria wasn't stuck the traffic jam, ?

b. It was easy her get the office, ?

c. Yesterday, Maria had an interview Mr Yianniotis, ?

d. Mrs Collins has written a good reference Maria, ?

e. The company are looking someone ambition and initiative, ?

f. They want to hire a secretary who will be good typing and speaking English, ?

g. The office hours are 9.00 a.m. 6.00 p.m., ?

h. Maria was grateful Mr Yianniotis giving her the job, ?

5. Correct the wrong words in the following sentences:

a. Mr Yianniotis asked Maria to take a sit.

b. Maria wasn't struck in the traffic jam.

c. The train shoots Maria fine.

- d. "I hope I will practice my theoretical knowledge hear", Maria said.
- e. Mr Yianniotis said that they where looking for someone who wood be social and friendly.
- f. Maria assured him that she was quiet repaired to fill the company's requirements.
- g. Maria was told that the amount of money she would take was a little slow, but that their would be a chance of a raise soon.
- h. Maria would devour to do all she could to justify Mr Yianniotis' conference.

6. Write a paragraph of about 80 words referring to the most important qualities of a good secretary. Use the following patterns:

A good secretary should be

- » » » should have
- » » » has to be
- » » » has to have
- » » » shouldn't be

The following words may help you to express your opinion.

accurate	energy
energetic	ambition
ambitious	flexibility
flexible	laziness
irritable	initiative
lazy	self-confidence
efficient	incentive
pleasant	courage
unwilling	
reliable	
polite	
adaptable	
furious	

Vocabulary

interview, (ραντεβού για) συνέντευξη
sales manager, Διευθυντής Πωλήσεων

"Take a seat", «Καθίστε»
be stuck in, κολλάω σε

traffic jam, μποτιλιάρισμα, κυκλοφοριακή συμφόρηση
it suits me fine, με εξυπηρετεί πολύ
application, αίτηση
previous, προηγούμενος
experience, πείρα
reference, σύσταση (για πρόσωπο)
practise, εξασκώ
theoretical, θεωρητικός
knowledge, γνώση, γνώσεις
look for, ψάχνω
ambition, φιλοδοξία
initiative, πρωτοβουλία
confidential, έμπιστος
sociable, κοινωνικός
cheerful, ευχάριστος
in addition to, εκτός από, επιπρόσθετα
be good at, είμαι καλός σε
typing, δακτυλογραφία, δακτυλογράφηση
realise, αναγνωρίζω

do my best, βάζω τα δυνατά μου
assure, διαβεβαιώνω
prepared, προετοιμασμένος
fulfil(l), εκπληρώνω
requirement, απαίτηση, ζήτηση
salary, μισθός, μηνιάτικο
per, ανά, κατά
amount, ποσόν
low, χαμηλός, μικρός
chance, ευκαιρία
rise, αύξηση
be worth, αξίζω
offer, προσφορά
accept, δέχομαι, αποδέχομαι
grateful, ευγνώμων
opportunity, ευκαιρία
endeavour, προσπαθώ, πασχίζω
justify, φαίνομαι αντάξιος, δικαιώνω
confidence, εμπιστοσύνη



Adapting to the new environment

On the first of November, Maria arrived at her office earlier than 9.00 a.m. As she had no work to do just then, she looked round the room trying to adapt herself to the new environment. Her manager's desk was a large one, on which there were two telephones, an inter-com, an in-tray for incoming letters and an out-tray for letters to go to the post. There were also some pencils, an ashtray, pens, fountain pens, a ruler, a stapler, a punch, some stamps, a small box of paper-clips, elastic bands and three or four files containing papers which were to be examined.

In a corner of the room there was the secretary's desk with a typewriter on it and a dictating machine or "dictaphone" into which Mr Yianniotis would speak the answers to the letters. In this way, they would be recorded and could be played back later and typed by his secretary. A thin wire led to a small earphone which was going to be plugged into the secretary's ear when she would be typing.

By the side of the typewriter there was a tray with stationery, such as writing pads, sheets with the EX-EN Ltd. letter-heading, continuation sheets for letters which need more than one pages, copy papers, carbon papers, envelopes in various sizes, window envelopes, memo note-papers, and a bottle of correcting fluid.

It was 8.55 a.m. While Maria was looking at her watch, the door opened. Mr Yianniotis entered the room. "Good morning, Miss Petrou", he said. "Let me show you round the departments to introduce you to your colleagues".

A. Questions

1. Did Maria arrive at her office on time or in time?
2. Name five objects that were on her manager's desk.
3. What is a typewriter used for?
4. Why is a dictating machine an important device?
5. What was placed by the side of the typewriter?
6. Give two examples of stationery material.
7. Who did Mr Yianniotis want to introduce Maria to?

B. Exercises

1. Do you know the name of the following items?



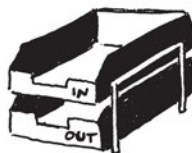
1. _____



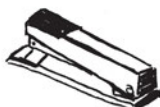
2. _____



5. _____



9. _____



3. _____



6. _____



10. _____



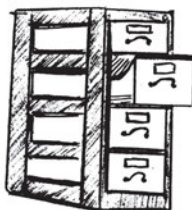
4. _____



7. _____



11. _____



8. _____



12. _____

2. Match the following 14 items with their definition.

- | | |
|----------------------|---|
| 1. Glue | a. A small piece of curved wire used for holding sheets of paper together. |
| 2. Ruler | b. A metal fastening tool for joining pieces of paper together. |
| 3. Carbon paper | c. A chemical product used for joining things together. |
| 4. Punch | d. A long narrow flat piece of wood, plastic or metal marked with inches or centimetres and used for measuring or drawing straight lines. |
| 5. Writing pad | e. Internal telephone system of the office providing connections between all different departments. |
| 6. Filing cabinet | f. Two sharp blades with handles, fastened at the centre, so that they open in the shape of the letter "X" and cut things when closed. |
| 7. Stapler | g. A sheet of thin paper used between sheets of writing to make copies. |
| 8. Paper clip | h. A note of something to be remembered. |
| 9. Correcting fluid | i. A chemical product used for covering undesirable written material. |
| 10. Pencil-sharpener | j. A number of sheets of paper fastened together, used for writing letters. |
| 11. Scissors | k. A metal tool for cutting holes. |
| 12. Envelopes | l. A piece of office furniture with drawers and shelves for storing files. |
| 13. Inter-com | m. A small metal tool used for sharpening pencils. |
| 14. Memorandum | n. Flat paper containers for letters. |

3. Give the correct tense of the verbs in brackets.

- Maria (*arrive*) at 9.00 a.m. yesterday.
- While she (*look*) round the room Mr. Yianniotis (*come*) in.
- The sales manager (*leave*) Paris last week.
- The typist (*not finish*) the letter yet.
- His secretary already (*record*) the text when he (*call*) her yesterday.
- George (*give*) an interview at present.

4. Fill in the blanks with the right prepositions.

- the first November, Maria arrived her office earlier than usual.
- As she had no work do just then, she looked the room trying adapt herself the new environment.

- c. her manager's desk there was an out-tray letters go the post.
- d. a corner the room there was the secretary's desk a typewriter it.
- e. the side the typewriter there was a tray stationery.
- f. Later, Mr Yianniotis asked Maria show her the departments introduce her her new colleagues.

5. Fill in the blanks of the following table:

VERB	NOUN
adapt
record
.....	copy
.....	post
.....	examination
introduce
.....	dictation
plug
correct
enter

Vocabulary

adapt to, προσαρμόζομαι σε
environment, περιβάλλον
inter-com (inter-communication), σύστημα ενδοσυνεννόησης
in-tray, θήκη για εισερχόμενα (έγγραφα)
out-tray, θήκη για εξερχόμενα (έγγραφα)
fountain pen, στυλό με υγρό μελάνι
stapler, συρραπτικό μηχανήμα
punch, διατρητικό μηχανήμα
paper-clip, συνδετήρας
elastic band, λαστιχάκι
file, φάκελος, ντοσιέ
contain, περιέχω
dictating machine/dictaphone, μηχανήμα για υπαγόρευση κειμένων
record, καταγράφω
type, δακτυλογραφώ
thin, λεπτός
wire, καλώδιο, σύρμα
lead to, οδηγώ σε
earphone, ακουστικό
plug into, βουλώνω

be plugged into, εφαρμόζομαι σε
stationery, χαρτικό υλικό, χαρτικά
sheet, φύλλο
letter-heading paper, έντυπο αλληλογραφίας με την ταυτότητα της επιχείρησης για την πρώτη σελίδα εμπορικών επιστολών
continuation sheets, έντυπα αλληλογραφίας μόνο με την επωνυμία της επιχείρησης ή και τελείως λευκά για τις υπόλοιπες (πλην της πρώτης) σελίδες των εμπορικών επιστολών
copy paper, λεπτό χαρτί για αντιγραφή κάτω από καρμπόν
carbon paper, καρμπόν
window envelope, φάκελλος με διαφανή μεμβράνη για να φαίνεται η διεύθυνση του παραλήπτη
memo (memorandum), υπόμνημα, σημείωμα
show sb (a)round, συνοδεύω/γυρίζω (κάποιον κάπου), δείχνω (κάτι σε κάποιον)
correcting fluid, διορθωτικό υγρό
introduce, συστήνω
colleague, συνάδελφος

At the stationer's



Bill Stavrou, a young accountant, is opening an office of his own. He is trying to organise it. He has bought some furniture already and has listed a number of things he wants to buy to fit out his office.

(Entering the stationer's)

Bill : Good morning.

Shop assistant : Good morning sir, can I help you?

Bill : Yes. I want to buy some stationery. I've made a list of the things I need for my new office. I think your help would be useful.

Shop assistant : OK, sir. What shall we start with?

Bill : Papers and pens, of course. I want three packets of xerox-paper, ten note-pads, two packets of plain paper, three dozens of envelopes – middle size. Oh, by the way, could you recommend me a good printer where I could order some headed notepapers?

Shop assistant : Yes, I'll give you the cards of two printers, so that you can ask for their offer.

Bill : Can you also give me two boxes of pencils, two boxes of ball-point pens and three boxes of felt markers?

Shop assistant : What colour, sir?

Bill : Let's see.... One box of blue and one of red ball-point pens. As for the felt markers, I prefer them to be blue or black. Will you please give me a fountain pen, too? I want it for myself. I like writing in ink.

Shop assistant : We've got some high-quality and smart fountain pens. You can choose. Here they are, sir.

Bill : They are really fine. Which one would you suggest? I suppose they must be expensive.

Shop assistant : Well, the gold one is really expensive. You can buy the silver one. It's very good and cheaper.

Bill : O.K. Let's keep the silver one then. Now, where are we? Yes, ... Have you got any scissors and penknives?

Shop assistant : Yes, of course. Do you want some?

Bill : Yes, two pairs of scissors, a big one and a small one, and two penknives please. Oh, ... a ball of string, too. By the way, have you got any wastepaper bins?

Shop assistant : Yes, we do. How many do you want, please?

Bill : I think two will be enough.

Shop assistant : You didn't ask for any files, sir. I think they are necessary for an office.

Bill : Oh, yes. They are written here, in the second column of the list. Let's see... yes, I want a dozen of files, two dozens of wallet files and ten ring binders.

Shop assistant : You need a hole punch for the papers you'll place into the ring binders.

Bill : Sure. Can I have two of them, please? I want two staplers of two different sizes, three boxes of paper clips, two typewriter ribbons, some adhesive tapes and dispensers of course... Did I forget anything?

Shop assistant : Well, ... (*looking around*). Er... what else have we got here that might prove useful? Let's see.... Oh, yes. I could suggest drawing pins, rulers, pencil sharpeners, rubbers, a paper knife, a calendar and, of course, some bottles of correcting fluid.

- Bill** : Oh, yes. Thank you for recommending me so many things. I'm most grateful to you for your help.
- Shop assistant** : Don't mention it, sir. Any time.

A. Questions

1. What does Bill Stavrou do?
2. Why does he want to buy a number of things at the stationer's?
3. Who is offering to help Bill?
4. What kind of stationery did Bill first ask for?
5. Why did Bill ask the shop assistant to recommend him a good printer?
6. Who does Bill want a fountain pen for? Why?
7. How many pairs of scissors, penknives, balls of string and wastepaper bins does Bill want?
8. Does Bill want any kind of files?
9. What does he need a hole punch for?
10. What things did the shop assistant recommend Bill to buy?

B. Exercises

1. Match the following:

- | | |
|---------------------|---|
| a. accountant | 1. a small piece of curved wire used for holding sheets of paper together |
| b. fit out | 2. a usu. small hand instrument for driving thin wires with 2 square corners into paper |
| c. stationery | 3. thick, white liquid used for covering mistakes in writing |
| d. dispenser | 4. sellotape; scotch tape |
| e. adhesive tape | 5. a person whose job is to keep and examine the money accounts of businesses or people |
| f. paper clip | 6. equip |
| g. stapler | 7. materials for writing |
| h. correcting fluid | 8. a small device to adjust a scotch tape in |

2. Based on the text, find the mistakes and rewrite the following passage correctly:

Bill Stavrou, a young consultant, is trying to rationalise his new office. He has lifted a number of things he has to buy to put out his office. He has visited

a station to buy some stationers. He bought several kinds of paper, pencils, ball-point pens, felt markers, files, a hole punch, rollers, pencil sharpeners, erasers, etc.

3. Fill in the missing prepositions.

- a. Christine is opening an office her own.
- b. She wants to fit it
- c. She has to start some necessary things.
- d. the way, can I order some headed notepapers?
- e. You can ask an offer.
- f. We use a hole punch punch papers.
- g. Thank you recommending me so many things.

4. PUZZLE

1.			S						
2.			T						
3.			A						
4.			T						
5.			I						
6.			O						
7.			N						
8.			E						
9.			R						
10.			Y						

1. A set of names of things written one after the other.
2. Thin cord used for tying things up together.
3. A set of sheets on which a system names, arranges and numbers each day of each month of the year.
4. A number of sheets of note-paper fastened together along one edge.
5. Coloured liquid used for writing or drawing.
6. A covering which contains sth, esp. the paper cover of a letter.
7. A narrow pointed wooden instrument containing a thin stick of a black substance or coloured material, used for writing or drawing.
8. An instrument for writing or drawing with ink.
9. A woven strip or band of fine material used for typing.
10. Machine with which one prints letters on paper, using the fingers on a keyboard.

5. Working in pairs act out the following role play: At the stationer's

Student A (Customer)	Student B (Shop assistant)
Say "Good morning" to the shop assistant.	Reply.
Ask if they have got any files.	Say "Yes" and ask about the kind of files he wants.
Answer that you want some ring binders.	Say that you haven't got any.
Ask if they are going to have any binders in one or two days.	Answer that you don't know exactly, but you have already made an order. Ask if he wants something else.
Answer you don't. Thank the shop assistant.	Reply.

Vocabulary

stationer, χαρτοπώλης
accountant, λογιστής
organise, οργανώνω
furniture, έπιπλα, επίπλωση
list, γράφω σε κατάλογο, καταρτίζω κατάσταση, κατάλογος
fit out, εφοδιάζω, επιπλώνω (γραφείο)
stationery, χαρτικό υλικό, χαρτικά
xerox-paper, χαρτί ξηρογραφίας/παραγωγής φωτοαντιγράφων
note-pad, σημειωματάριο, μπλοκ σημειώσεων
plain paper, λευκό χαρτί, χαρτί χωρίς γραμμές
dozen, δωδεκάδα, ντουζίνα
envelope, φάκελος
recommend, συστήνω
printer, τυπογράφος
order, παραγγέλλω, δίνω παραγγελία
headed notepaper, χαρτί με επικεφαλίδα/ ταυτότητα εταιρίας
card, επισκεπτήριο, μπιλιέτο, κάρτα
ball-point pen, στυλό διαρκείας
felt marker, μαρκαδόρος
fountain pen, στυλό μελάνης
ink, μελάνη / -vi

high-quality, εξαιρετική ποιότητα
elegant, κομψός, καλαίσθητος
suggest, προτείνω, εισηγούμαι
scissors, ψαλίδι
penknife, σουγιάς
ball, κουβάρι
string, σπάγγος
wastepaper bin, δοχείο / καλάθι απορριμμάτων
wallet file, φάκελος με αυτιά
ring binder, ντοσιέ
hole punch, διατρητικό μηχανήμα
punch, ανοίγω / κάνω τρύπα
stapler, συρραπτικό (μηχάνημα)
paper clip, συνδετήρας (χαρτιού)
typewriter ribbon, κορδέλα γραφομηχανής
adhesive tape, κολλητική ταινία, σελοτέηπ
dispenser, βάση για σελοτέηπ
prove, αποδεικνύω / -ομαι
drawing pin, πινέζα
pencil sharpener, ξύστρα
rubber, γομολάστιχα
paper knife, χαρτοκόπτης
calendar, ημερολόγιο (επιτραπέζιο/τοίχου)
correcting fluid, διορθωτικό υγρό

Visiting an exhibition for office equipment



Mr Antoniou is visiting the local exhibition for office equipment. His ten-year-old son, Peter, accompanies him. While looking round one of the stands, Mr Antoniou explains the utility of several items exhibited there to his son.

- Father** : Well, do you see, Peter, how big and ample the desks are?
- Peter** : Oh yes! And what about this comfortable huge red chair? Can it move around?
- Father** : Yes. It's called a swivel chair. It revolves round its axis. In this way, the person sitting on it has the ability to reach everything around him.
- Peter** : Is the place here like a real office room?
- Father** : Of course! You see, everything is in order; the bookcase with the shelves filled with books, the telephone, the answering machine, the coffee table with the coffee machine on it, the leather sofa and armchairs for the customers, the hat-stand, the umbrella holder, even the notice board.

- Peter** : This is like the one mum has at home. It reminds her of her shopping and other things she has to do.
- Father** : Yes, but this one here is for serious and important announcements that must be made known to the staff of a company.
- Peter** : What about these machines on the several desks? They look strange. Are they all to be used?
- Father** : Oh, yes. Each one of them has its own use. Let's take the fax machine over there. It sends copies of printed material, letters and pictures, using a system through which the information is sent in electronic form along a telephone line. As for the photocopier... well, I'm sure you've seen it again. It is a machine that makes photographic copies of everything that is printed, written, or drawn.
- Peter** : And this is a typewriter, isn't it?
- Father** : That's right. It's a machine that produces printed letters by pressing the keys on the keyboard. It's a very useful device. Look! It's easy to carry. It's a portable one.
- Peter** : We have one at home. The other day I tried to type my composition for school, but I made a lot of mistakes. Look, father, over there! Are all those machines computers?
- Father** : Well, some of them are.
- Peter** : Why does everyone speak about computers? Are they so important?
- Father** : They certainly are, and very useful as well. You see, they are electronic machines that can store information, analyse it and produce further information as required. You can also perform various processes on them. We use computers for many purposes.
- Peter** : It seems to be a complicated machine.
- Father** : It certainly is. It has the screen, the keyboard, the monitor, the central processing unit, the floppy disks...
- Peter** : And the printer? What is the printer?
- Father** : It is a machine which is connected up to the computer and makes a printed record of computer information. There is also the word processor. This is an apparatus using computer software to write, correct and print texts.
- Peter** : Could you buy a computer for me?
- Father** : We will buy one, but not right now, Peter. You are still too young to be able to operate it.
- Peter** : What's this near that desk?
- Father** : Well, I'm glad you want to know about everything, son. It's a filing cabinet. It's used for storing files. Do you see these two trays? They're called *in-tray* and *out-tray*.

- Peter** : They don't look like common trays.
- Father** : That's right. The manager's secretary puts the incoming mail in the in-tray and takes the documents which are going to be posted from the out-tray, to give them to the office boy to post them.
- Peter** : Oh, I see. What are these small gadgets over there?
- Father** : Aha! They are the stapler and the hole punch. The stapler is a small hand tool for driving staples into paper. A staple is a small piece of very thin wire with two square corners which is driven into sheets of paper, and it is bent over on the other side to hold them together.
- Peter** : And the hole punch?
- Father** : The word speaks for itself. It's a metal tool for cutting holes. Is there anything else you would like to learn?
- Peter** : Oh, I'd rather we went home. We can come again some other time, before the exhibition is over.

A. Questions

1. What is Mr Antoniou visiting?
2. Who accompanies him?
3. How does a swivel chair work?
4. What is the use of a notice board?
5. What does the fax machine do?
6. Does the photocopier make photographic copies of printed material only?
7. Why are the computers very useful machines?
8. Name two parts of a computer.
9. What is the printer?
10. What is the word processor?"
11. What is a filing cabinet?
12. What's the difference between the in-tray and the out-tray?
13. What does a stapler drive into paper?
14. How do we call the metal tool for cutting holes?
15. Did Peter show any interest in the exhibition? How do we know?

B. Exercises

1. Replace the underlined parts of the following sentences with words or phrases found in the text so that the meaning of the sentences remains unchanged.

- a. Peter has joined his father to the local exhibition of office equipment.

- b. The swivel chair turns round its axis.
- c. The notice board is used for important formal notices that are to be notified.
- d. A photocopy machine is a very useful device.
- e. A typewriter produces types by pressing the keys on the keyboard.
- f. The typewriter is usually electric and it can be carried.
- g. It produces further information as needed.
- h. What's this small apparatus over there?

2. Fill in the blanks in the following table:

VERB	NOUN
visit
.....	exhibition
.....	equipment
explain
move
fill
.....	holder
.....	announcement
.....	production
.....	manager
.....	information
.....	copy
draw
correct
store

3. Rewrite the sentences using the new prompts.

- a. "Can this red chair move around?"
Peter asked his father
- b. "These are important notices that must be made known to the staff".
He explained that
- c. "Are all these machines to be used?"
Peter wondered
- d. "Let's visit the other stands of the exhibition."
He suggested
- e. "When did you use my typewriter?"
He wanted to know

- f. "Don't touch the devices you see around."
He warned Peter
- g. "Can we buy a computer?"
Peter asked his father
- h. "Is there anything else you would like to know?"
He asked Peter

4. Find the modifying nouns, functioning as adjectives, in the dialogue which are combined with head nouns to form compounds (two separate words or hyphenated or one word).

5. Can you guess what the following descriptions refer to? The first one is done for you as an example.

- a. It's a machine that makes coffee.
Do you mean the coffee machine?
- b. It's a chair that revolves around its axis.
- c. It consists of shelves to be filled with books.
- d. It is a piece of furniture on which we hang or place hats.
- e. It is a board on which we stick or pin notices.
- f. It is a machine that makes photographic copies of everything that is printed, written or drawn.
- g. It is a machine that prints letters by means of keys.
- h. It is an electronic machine that can store and analyse information or produce further information.
- i. It consists of keys and it is part of the computer.
- j. It is a machine that sends copies of printed material, letters and pictures, using a system by which the information is sent in electronic form along a telephone line.
- k. It's an apparatus using computer software to write, correct and print texts.
- l. It is a device from which the manager's secretary takes the documents he has dealt with, to send them to the post.
- m. It is a device in which the manager's secretary puts the incoming letters.
- n. It is used for driving staples into paper.
- o. It is a metal tool for cutting holes.

Vocabulary

exhibition, έκθεση, επίδειξη
equipment, εξοπλισμός

accompany, συνοδεύω
stand, περίπτερο (έκθεσης)

utility, χρησιμότητα
ample, ευρύχωρος
huge, τεράστιος
swivel chair, περιστρεφόμενη καρέκλα
revolve, περιστρέφομαι
axis, άξονας
bookcase, βιβλιοθήκη (έπιπλο)
shelf, ράφι
answering machine, αυτόματος τηλεφωνητής
sofa, καναπές
hat-stand, κρεμάστρα για καπέλα, καλόγηρος
notice board, πίνακας ανακοινώσεων
announcement, ανακοίνωση
make known, καθιστώ γνωστό, γνωστοποιώ
use, χρησιμότητα, σκοπός, χρήση
fax, φάξ, τηλεομοιοτυπία
electronic, ηλεκτρονικός
photocopier, φωτοτυπικό μηχάνημα
print, (εκ)τυπώνω
key, πλήκτρο
keyboard, πληκτρολόγιο
strike, κτυπώ
finger, δάκτυλο (χεριού)
press, πιέζω, τυπώνω
portable, φορητός
device, συσκευή, μηχάνημα
store, φυλάσσω, αποθηκεύω, κρατώ στη μνήμη.

analyse, αναλύω
perform, διεκπεραιώνω, εκτελώ
process, διεργασία, επεξεργασία
complicated, περίπλοκος
screen, οθόνη
monitor, μόνιτορ, όργανο παρακολούθησης και ελέγχου, οθόνη
unit, μονάδα
floppy disk, δισκέτα
printer, εκτυπωτής
record, αρχείο, καταγραφή
word processor, προσέσορας, μηχάνημα επεξεργασίας κειμένου στον Η/Υ
apparatus, μηχάνημα, συσκευή
software, λογισμικό
operate, χειρίζομαι
filing cabinet, ντουλάπι ταξινόμησης υλικού/αρχείου
mail, ταχυδρομείο, υλικό για ταχυδρόμηση
document, έγγραφο
deal with, ασχολούμαι με
gadget, μηχανική επινόηση, μαραφέτι
stapler, συρραπτικό μηχάνημα
hole punch, διατρητικό μηχάνημα
staple, συνδετήρας σε σχήμα αγκύλης που τοποθετείται στο συρραπτικό μηχάνημα και συρράπτει φύλλα χαρτιού
bend, λυγίζω

Security in the office



Remember:

1. Keep your money and valuables in a safe place.
2. Close all the windows and doors when you leave the office.
3. Turn all the lights off when you go out.
4. Don't scatter your papers about.
5. Always empty the ashtrays.
6. Don't trust strangers; avoid giving them confidential information.

A. Questions

1. When you leave the office you should turn off the lights. What must you do when you enter it?
2. What do you think may happen if you give a stranger some confidential information concerning the company you work for?
3. What may happen to your purse if you leave it on the desk?
4. What would you do if you lost your bag?
5. Should you smoke in an office? What do you think?

B. Exercises

1. Make the orders negative.

- a. Keep your bag under the chair.
- b. Come out of the room at once.
- c. Turn the key quickly.
- d. Close all the doors and windows.

2. Here is a list of safety precautions. Choose the right ones to give:

a) To a small child in the house.

b) To a person going sailing for the first time.

- a. Don't go near the fire.
- b. Don't play with matches.
- c. Never sail without a life jacket on the yacht.
- d. Don't climb over furniture.

- e. You should never set sail without having left a message about your course.
- f. Never go sailing if the weather is very bad.
- g. Don't go near the windows.
- h. Never put out to sea without an experienced person's help.

3. Choose the right word (1, 2, 3, or 4)

- a. The of the bank where he worked was in the centre of the city.
1. branch, 2. seat, 3. quarter, 4. house
- b. Could you please an appointment for me to see the manager?
1. manage, 2. arrange, 3. do, 4. have
- c. Be careful how you the typewriter; otherwise it will break easily.
1. do, 2. operate, 3. employ, 4. enjoy
- d. If you don't mind, I should like to a suggestion.
1. make, 2. show, 3. say, 4. do

4. Rewrite the sentences using the prompts given.

- a. Keep your money and valuables in a safe place.
He suggested
- b. Don't scatter papers about.
They told us
- c. Shut the door but don't lock it when you leave the office.
He told me
- d. Turn all lights off when you go out.
The personnel manager told me
- e. Don't trust strangers.
The manager advised us
- f. You can't smoke in the office, you know.
He explained
- g. Please don't tell anyone what happened.
The secretary asked me politely
- h. Don't wait for me if I'm late.
The general manager told his secretary

5. Give the antonyms of the following words:

- | | |
|-------------|------------------|
| a. valuable | g. scatter about |
| b. safe | h. avoid |
| c. close | i. confidential |
| d. leave | j. always |
| e. turn off | k. empty (v.) |
| f. sail | |

Vocabulary

security, ασφάλεια

keep, φυλάσσω

valuables, πολύτιμα αντικείμενα, τιμαλφή

safe, ασφαλής

turn off, σβήνω / κλείνω (το φως, ραδιόφωνο κ.λπ.)

scatter, διασκορπίζω

trust, εμπιστεύομαι

stranger, ξένος, άγνωστος (ουσ.)

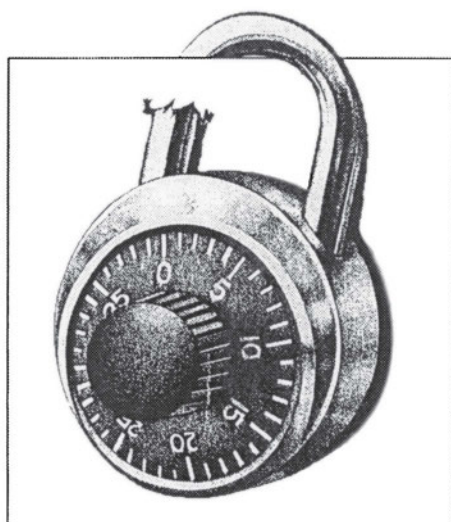
avoid, αποφεύγω

confidential, εμπιστευτικός

information, πληροφορίες

empty, αδειάζω

ashtray, τασάκι, σταχτοδοχείο



The staff responsibilities

Mr Yianniotis : Although the diagram on the wall is very explicit, as far as the staff's responsibilities are concerned, I'd still like to explain some things to you briefly. These details will enable you to understand our colleagues' tasks in the company.

Miss Petrou : Oh, that's fine! Thank you.

Mr Yianniotis : First of all, let me tell you about Mr Georgiou, the Managing Director. He is the one who deals with the overall running of our company. Then, there is Mr Makris, the Sales Manager, who supplies goods to customers. Mr Antoniou is the post room clerk, whose duty is to send or forward the out-going post and distribute the incoming one.

Miss Petrou : I'd say that there aren't many women working in the company.

Mr Yianniotis : (*smiling*) On the contrary! Our female staff are very efficient and we are happy to see delicate figures and pleasant faces moving around! Miss Fotinou, our receptionist, answers the telephone, welcomes visitors and gives them any required information. Mrs Philippou hires the new staff and is responsible for the welfare of the people who work in the company. In other words, she's the Personnel Officer. She will be at your disposal for any problems you might have while working here. Miss Andreou is the Head of the Accounts Department. She is involved in payments from customers and she is also the one who makes the arrangements for the wages of the staff. As you see, most of them hold executive positions. Mrs Varsou orders office supplies and arranges for equipment to be repaired. She is also responsible for the smooth running of the office. Mrs Varsou is the Office Manager and Miss Valvi is the Audio-typist. She types letters, reports and documents while listening their content on the dictating machine.

Miss Petrou : She types letters? And what about me?

Mr Yianniotis : Oh, don't worry, Miss Petrou. There is plenty of work for everyone. You will be typing the urgent letters, as all the private secretaries of the company do, unlike Miss Valvi, who types the material that needn't be dealt with immediately.

Miss Petrou : Oh, I see.

Mr Yianniotis : Well, Miss Petrou, I think that you've got some general idea, but I'm sure that your colleagues will be more than willing to give you any further details.

Miss Petrou : Thank you, Mr Yianniotis.



A. Questions

1. How will Mr Yianniotis' explanations help Miss Petrou with her new job in the company?
2. Explain what Mr Georgiou does in the company.
3. Is Mr Antoniou's duty to supply goods to customers?
4. What does a receptionist do?
5. How do we call the person who hires the new staff and is responsible for the welfare of the people who work for the company?
6. What is Miss Andreou involved in?
7. What is Miss Petrou going to do in the company?

B. Exercises

1. Choose the right preposition

- a. I am responsible to the director making sure that the company is profitable.
1. to, 2. for, 3. with, 4. on
- b. Jenny works the Olympic Airways.
1. for, 2. against, 3. about, 4. on

- c. He dealt this store for 20 years.
1. about, 2. off, 3. with, 4. of
- d. Tom is involved supplying goods to customers.
1. in, 2. of, 3. for, 4. on
- e. I will be your disposal, any time you need me.
1. on, 2. at, 3. in, 4. of

2. Can you guess who the following descriptions refer to? The first one is done for you as an example.

- a. It's the person who deals with the overall running of a company.
Do you mean the Managing Director?
- b. It's the person who gives information, answers the telephone and welcomes visitors.
- c. It's the person who types letters, reports and documents while hearing their content on a dictating machine.
- d. It's the person who supplies goods to customers.
- e. It's the person who works for a manager and types his urgent letters.
- f. It's the person who orders office supplies, arranges for equipment to be repaired and is responsible for the smooth running of an office.

3. In each group of four words decide which one is the odd-man-out and put it in a circle.

- a. company, staff, tradition, manager
- b. buy, sell, invest, price
- c. sales manager, school boy, post room clerk, typist
- d. and, because, or, but
- e. them, she, her, us

4. Rewrite the sentences using the new prompts without changing their meaning.

- a. The sales manager supplies the customers of the company with goods.
The customers of the company
- b. The post room clerk forwards the outgoing post.
The outgoing post
- c. The receptionist will give the visitors any required information.
Any required information
- d. The personnel officer hired some new staff last month.
Some new staff

- e. The head of the accounts department has made the necessary arrangements for the wages of the staff.
The necessary arrangements for the wages of the staff
- f. The audio-typist is typing some important documents for the office manager.
Some important documents
- g. Private secretaries type all the urgent letters.
All the urgent letters
- h. Mary's colleagues were welcoming her when the general manager came into the office.
Mary

5. Fill in the following table:

Adjectives	Nouns
explanatory
explicit
efficient
happy
delicate
responsible
smooth
urgent
private
general
documentary
executive

Vocabulary

diagram, διάγραμμα

explicit, σαφής

as far as someone/something is concerned,

όσον αφορά σε κάποιον /κάτι

staff, προσωπικό (εταιρείας, κ.λπ.)

responsibility, ευθύνη, καθήκον

briefly, εν συντομία, με λίγα λόγια

detail, λεπτομέρεια

enable, καθιστώ ικανό, διευκολύνω

colleague, συνάδελφος

task, έργο, εργασία, καθήκον

company, εταιρεία

Managing Director, Γενικός Διευθυντής

overall running, γενική διαχείριση

Sales Manager, Διευθυντής Πωλήσεων

supply, παρέχω, προμηθεύω

goods, προϊόντα
customer, πελάτης
post room clerk, υπάλληλος υπεύθυνος για τη διανομή και προώθηση της αλληλογραφίας.
duty, καθήκον
send, στέλνω
forward, προωθώ
outgoing post, εξερχόμενα (έγγραφα, επιτολές κ.λπ.)
distribute, διαμοιράζω, διανέμω
incoming post, εισερχόμενα (έγγραφα, επιτολές, κ.λπ.)
smile, χαμογελώ
on the contrary, αντιθέτως, κάθε άλλο
female, θηλυκός
efficient, ικανός, που διαθέτει τα απαιτούμενα προσόντα
delicate, κομψός, ντελικάτος
figure, φιγούρα, (ανθρώπινη) μορφή
pleasant, ευχάριστος
face, πρόσωπο
move around, τριγυρίζω, περιφέρομαι
receptionist, ρεσεψιονίστ, υπάλληλος υποδοχής
answer the telephone, απαντώ στο τηλέφωνο
welcome, καλωσορίζω, υποδέχομαι
visitor, επισκέπτης
required information, απαιτούμενες/ζητούμενες πληροφορίες
hire (someone), προσλαμβάνω (κάποιον, για συγκεκριμένο έργο ή χρόνο)
responsible, υπεύθυνος
welfare, ευημερία
Personnel Officer, Διευθυντής Προσωπικού
be at one's disposal, είμαι στη διάθεση κτπ

Head of the Accounts Department, Διευθυντής Λογιστηρίου
be involved with/in, ασχολούμαι με
payment, πληρωμή
make the arrangements, προγραμματίζω, οργανώνω, διευθετώ, τακτοποιώ
wages, ημερομίσθια, βδομαδιατικό
hold an executive position, κατέχω ανώτατη (διευθυντική) θέση/πόστο
order, παραγγέλλω
office supplies, εφοδιασμός γραφείου
arrange for, κανονίζω
equipment, εξοπλισμός
repair, επισκευάζω, επιδιορθώνω
smooth running, ομαλή λειτουργία/πορεία
Office Manager, Προϊστάμενος Γραφείου
audio-typist, δακτυλογράφος που δακτυλογραφεί έγγραφα, ακούγοντας το περιεχόμενό τους από κασέτα
type, δακτυλογραφώ
report, αναφορά
document, έγγραφο
content, περιεχόμενο
worry, ανησυχώ
urgent, επείγων, -ουσα, -ον
private secretary, ιδιαιτέρα γραμματέας
unlike, όχι όπως, αντίθετα με
material, υλικό
deal with, καταπιάνομαι/ασχολούμαι με
immediately, αμέσως
general, γενικός
idea, ιδέα
willing, πρόθυμος
further details, περισσότερες/πρόσθετες λεπτομέρειες

The manager and the secretary

Many problems arise when a manager loses his secretary. On the one hand, he will have to face the tangible costs of the needed classified advertisements and of the new secretary's training. On the other hand, the welfare, work and communications of the company are negatively affected.

That's why the manager should not be too demanding but friendly and try to offer his secretary a satisfying and rewarding job. He shouldn't keep telling her that the office duties depend mainly on her, but he should give her more initiative and the authority to act according to the circumstances. Filing, shorthand, correspondence, typing, answering the telephone, making appointments and translating letters are too boring sometimes, so she needn't be contradicted without any serious reason, for fear she might not achieve her objectives.

A clever manager should praise his secretary in the presence of her colleagues, every time she deserves an appraisal, and not inspect her all the time. He should also take her opinion into consideration and ask for her advice when he is about to make some decisions. He ought to treat her as a confidential person and not to put any top secret documents out of sight every time she turns up at his own office.

However, if a secretary wants to receive a fair treatment, she should be well aware of her duties and responsibilities and respond to her job's needs. She has to be energetic, flexible, determined, patient, tactful, persuasive and sociable. She also has to be able to type fast and accurately, speak at least one foreign language, handle top secret documents, take a lot of shorthand, and translate texts and letters. She should also be prepared to take orders and go with her boss on business trips. Last but not least, she may have to work irregular hours or join her boss in meetings, conferences and business dinners occasionally.

A. Questions

1. Which problems arise when a manager loses his secretary?
2. Should a manager be too demanding?
3. Should he keep telling his secretary that the office duties depend mainly on her?
4. What should a clever manager do, every time his secretary deserves an appraisal?
5. Why do you think he must praise her?
6. What must a manager do when he is about to make some decisions?
7. What should a secretary do, if she wants to receive a fair treatment by her manager?
8. Does she have to work irregular hours, as well?

B. Exercises

1. Match the following:

- | | |
|------------------|--|
| a. face | 1. well-being |
| b. tangible | 2. a usu. small advertisement placed in a newspaper by a person wishing to sell or buy sth., offer or get employment, etc. |
| c. classified ad | 3. ability to act and make a decision without supervision |
| d. welfare | 4. say that sth. (said or written) is not true; disagree with one's words |
| e. rewarding | 5. having the power to influence others into believing or doing what one wishes |
| f. initiative | 6. worth doing or having |
| g. filing | 7. purpose of a plan; target |
| h. contradict | 8. meet or oppose firmly and not try to avoid |
| i. objective | 9. storing papers in an office |
| j. persuasive | 10. that can be felt by touch; real; not imaginary |

2. Give the antonyms of the following words:

- | | |
|---------------|-----------------|
| a. tangible | g. confidential |
| b. negatively | h. fair |
| c. friendly | i. energetic |
| d. boring | j. flexible |
| e. clever | k. tactful |
| f. praise | l. accurate |

3. Find the phrases in the text which mean the following:

- a. small ads
- b. badly influenced
- c. in a way that agrees with; in accordance with
- d. take into account
- e. consult
- f. decide
- g. hide
- h. appear suddenly
- i. know very well
- j. important, although coming at the end

4. Complete each sentence with a word formed from a word given in the list and using one of the prefixes or suffixes given.

satisfaction, friend, handle, patient, tray, responsible, consider, sociable, treat, reason

out-, dis-, un-, mis-, im-, ir-, -ship, -ation, -able, -ment

- a. Our company lost an important order because the whole affair was by the directors.
- b. Put these letters in the, please. I'll mail them tomorrow morning.
- c. The manager expressed his at his secretary late arrival.
- d. Her qualifications will be taken into
- e. A manager must be in his demands.
- f. Mary likes making good friends. She believes that real is more valuable than money.
- g. Don't be so with slow learners. Just explain everything in a more simple way.
- h. I can't trust our new colleague. His behaviour is
- i. She is not very fond of being with people. She is a rather person.
- j. Joan is receiving a fair in her job.

ACTIVITY

Act out the following role-play:

Student A (The manager)	Student B (The candidate secretary)
Tell her to come in and have a seat.	Thank him.
Ask her how she came to know about the vacant job in the company.	Say you read about it in the classified advertisement they placed in yesterday's newspaper.
Ask her if she has got another job.	Answer that you have just left your previous job.
Ask her why.	Explain that the manager was too demanding, he didn't give you any initiative and the job was boring.
Ask if she minds working irregular hours and joining you in meetings, conferences and business dinners, occasionally.	Say that you don't mind, if the salary is satisfying and if everything is arranged in advance.
Tell her that you will take her case into consideration and give her an answer soon.	Thank him.

Vocabulary

arise, προκύπτω

face, αντιμετωπίζω

tangible, απτός, χειροπιαστός, πραγματικός

classified advertisements, μικρές αγγελίες

training, εκπαίδευση

welfare, ευημερία

communication, επικοινωνία, διασύνδεση

negatively, αρνητικά

affect, επηρεάζω, επιδρώ

demanding, απαιτητικός

satisfying, ικανοποιητικός

rewarding, που ανταμείβει, που επιβραβεύει

initiative, πρωτοβουλία

authority, εξουσία, δικαιοδοσία

circumstances, περιστάσεις

filing, αρχειοθέτηση

correspondence, αλληλογραφία

make an appointment, κλείνω ραντεβού

translate, μεταφράζω

boring, βαρετός

contradict, αντιλέγω, διαφωνώ

achieve, επιτυγχάνω, καταφέρνω

objective, αντικειμενικός σκοπός, στόχος

praise, επαινώ

colleague, συνάδελφος

I deserve, μου αξίζει

appraisal, έπαινος, εκτίμηση

inspect, ελέγχω, επιθεωρώ

take into consideration, λαμβάνω υπόψη, μελετώ

be about to, πρόκειται να

make a decision, παίρνω/λαμβάνω απόφαση

treat, μεταχειρίζομαι, αντιμετωπίζω

confidential, εμπιστευτικός, έμπιστος

put out of sight, εξαφανίζω, κρύβω

top secret, άκρως απόρρητος/εμπιστευτικός

turn up, εμφανίζομαι (ξαφνικά)

fair, δίκαιος

treatment, μεταχείριση, αντιμετώπιση

be aware of, είμαι ενημερωμένος για, γνωρίζω καλά

respond to, ανταποκρίνομαι σε

flexible, ευέλικτος, ελαστικός

determined, αποφασιστικός

patient, υπομονετικός

tactful, διακριτικός, λεπτός

persuasive, πειστικός

accurately, με ακρίβεια, ακριβώς

handle, χειρίζομαι

text, κείμενο

take orders, παίρνω διαταγές

last but not least, τελευταίο αλλά εξίσου σημαντικό

irregular hours, ακανόνιστο ωράριο

conference, συνέδριο, διάσκεψη, σύσκεψη

join someone, συνοδεύω κάποιον

occasionally, περιστασιακά, από καιρού εις καιρόν



Rumours at the backstage

During a coffee break Maria is holding a conversation with Noreen, another private secretary, who's been working in the firm for seven years.

- Noreen** : You've only been here for a few days; how do you like it?
- Maria** : Well, I couldn't really say. Generally speaking, I like working here, although there are some things I'm not too keen on.
- Noreen** : Like what?
- Maria** : The hours are very long and Mr Yianniotis, though extremely polite, is so meticulous and gets too demanding at times.
- Noreen** : Don't worry about the hours; you'll get used to the 9.00-5.00 schedule. As for Mr Yianniotis, he is easy to handle, if you satisfy his wish for accuracy and tidiness. Lucky you, you don't work for Mr Markou; he is really bossy and arrogant. We're all fed up with him in the department.
- Maria** : I see. Well, I also can't stand having to get up early in the morning. I really enjoy staying in bed late; sometimes even breakfasting there. Mum knows this habit of mine and sees to it.
- Noreen** : (Laughing) Try to make the most of your weekends then. And how do you like the working conditions here?
- Maria** : Well, the offices are pleasantly furnished, sunny and cosy, but the atmosphere gets really stuffy at times, as most of our colleagues are smokers.
- Noreen** : Oh, that's my problem too. I wonder why they don't forbid smoking, as they have already done in the public sector. And what about your colleagues? Do you get on well with them?
- Maria** : Oh, yes! They're all fine! So kind and ready to help whenever some kind of problem turns up.
- Noreen** : I have seen some loudspeakers on the walls of your department. Do you listen to music?
- Maria** : Yes, but only sometimes because some people are disturbed and can't concentrate on their work properly.
- Noreen** : I, personally, feel that I can work more creatively while listening to music. I don't mean "hard rock", of course.
- Maria** : (*Looking at her watch*) I'm afraid the break is over.
- Noreen** : Oh, yes! Unfortunately! Back to our desks then, just like obedient students. Well, Maria, it's been nice talking to you. By the way, what are you doing tonight? There's a nice film on at the "Pallas". "The Sacrifice" by Tarkofski. Do you like him?

- Maria** : Not really! He actually depresses me. Let's put it off for some other time. We can arrange something over the weekend.
- Noreen** : OK, then. See you. Bye.
- Maria** : Bye.

A. Questions

1. What is Noreen's job in the company?
2. Which are the things Maria doesn't like about her job?
3. What does Noreen say about Mr Markou?
4. Does Maria enjoy getting up early?
5. Do the two girls get annoyed by the other people's smoking?
6. Does Maria have any problems with her colleagues?
7. Why don't they listen to music in the offices all the time?
8. What is Noreen's attitude to music?
9. Do Maria and Noreen arrange to go to the cinema that very evening?
10. Refer to some rumours at the backstage . If you were to work in that company which rumours would influence you positively?

B. Exercises

1. Form questions for the following answers using the prompts given.

- a. Mr Markou is my boss.
Who
- b. Maria has to get used to the long hours.
What
- c. Maria is lucky because Mr Yianniotis isn't bossy.
Why
- d. Maria usually talks with Noreen during the coffee break.
When
- e. The offices are pleasantly furnished.
How

2. Match the items of the two columns so that you make twelve pairs of synonyms.

- | | |
|---------------|----------------------------------|
| a. holding | 1. behaving in a proud, rude and |
| b. meticulous | disrespectful way |

- | | |
|---------------------|-----------------------------------|
| c. arrogant | 2. take advantage of |
| d. demanding | 3. comfortable and warm |
| e. make the most of | 4. appear (suddenly) |
| f. cosy | 5. suffocating |
| g. stuffy | 6. asking for too much |
| h. turn up | 7. having |
| i. creatively | 8. with great attention to detail |
| j. disturbed | 9. make sad |
| k. depress | 10. postpone |
| l. put off | 11. annoyed |
| | 12. productively |

3. Rewrite the following sentences using the prompts given.

- a. Do you like your new job?
She asked me...
- b. I have worked in a shoe factory for six years.
He said...
- c. Don't worry about the salary.
He advised Maria...
- d. He will like you if you satisfy his wish for accuracy.
She told me that my boss...
- e. How can you stand getting up so early?
He asked her...
- f. I feel I can work more creatively while listening to music.
She remarked that...
- g. Go back to your offices, please, because the break is over.
He asked us politely...

4. Group Work: Suppose you are colleagues in the same company. Exchange opinions and "rumours" during a coffee break. Some topics for discussion can be the following:

- a. Working hours and conditions.
- b. Behaviour of your bosses.
- c. Salary.
- d. Promotion prospects.
- e. Your past experience in other jobs.
- f. Elements about your personal life, etc.

5. Rewrite the sentences (using the new prompts) without changing their meaning.

- a. The working conditions generally satisfy Maria.
Maria
- b. They forbid smoking in the office.
Smoking
- c. Somebody accused me of being late yesterday.
I
- d. They didn't realise that someone was recording their conversation.
They didn't realise that their
- e. They have changed the date of the meeting.
The date of the meeting
- f. The office looked much better. Somebody had tidied it up.
The office looked much better. It
- g. She doesn't like people telling her what to do.
She doesn't like being
- h. Hurry up! You know the manager hates people keeping him waiting.
Hurry up! You know the manager hates his

6. Fill in the missing prepositions.

- a. She is keen her new job.
- b. What time do you get in the morning?
- c. It's difficult to get used the 8.00 - 4.00 schedule.
- d. They are all fed the customers' complaints.
- e. See the customers, please.
- f. She gets well everybody in the office.
- g. An old friend of mine turned at my office this morning.
- h. It's the third time they have put their meeting.

Vocabulary

rumours at the backstage, φήμες/διαδόσεις
στα παρασκήνια
(coffee) break, διάλειμμα (για καφέ)
hold a conversation, έχω μια συζήτηση
private secretary, ιδιαίτερα γραμματέας
be keen on sth, μου αρέσει/θέλω πολύ κάτι
the hours are long, οι ώρες είναι πολλές
extremely, εξαιρετικά, πάρα πολύ

polite, ευγενικός
meticulous, σχολαστικός, λεπτολόγος
demanding, απαιτητικός
at times, μερικές φορές
get used to sth, συνηθίζω κτ
(time)schedule, ωράριο
handle, αντιμετωπίζω, χειρίζομαι
satisfy, ικανοποιώ

wish, επιθυμία
accuracy, ακρίβεια
tidiness, νοικοκυροσύνη, τάξη
lucky you..., πολύ τυχερός είσαι..., τυχερά-
 κια...
bossy, αυταρχικός
arrogant, υπερόπτης, με αλαζονική συμπερι-
 φορά
be fed up with, δεν αντέχω, μπουχτίζω, βα-
 ριέμαι
department, τμήμα (εταιρείας, καταστήματος,
 κ.λπ.)
enjoy, απολαμβάνω
breakfast, παίρνω πρωινό γεύμα, πρωινό
 γεύμα
habit, συνήθεια
see to sth/sb, φροντίζω για κτ/κτ
make the most of, εκμεταλλεύομαι στο έπα-
 κρον, αξιοποιώ
working conditions, συνθήκες εργασίας
pleasantly, ευχάριστα
furnished, επιπλωμένος
sunny, φωτεινός, ηλιόλουστος

cosy, άνετος και ζεστός/με θαλπωρή
stuffy, πνιγηρός, αποπνικτικός
colleague, συνάδελφος
wonder, αναρωτιέμαι
forbid, απαγορεύω
public sector, δημόσιος τομέας
get on (well) with someone, τα πάω καλά
 με κάποιον
kind, ευγενικός
ready to help, πρόθυμος να βοηθήσω
turn up, εμφανίζομαι (ξαφνικά)
loud speaker, ηχείο, μεγάφωνο
disturb, ενοχλώ
concentrate on, συγκεντρώνω την προσοχή
 μου σε
properly, όπως πρέπει, σωστά, κατάλληλα
creatively, δημιουργικά
obedient, υπάκουος
sacrifice, θυσία
depress, προξενώ κατάθλιψη
put off, αναβάλλω
arrange, κανονίζω



Ads may help you find a new job

A. Questions

1. Where can you see an advertisement like the one on the right?
2. Where is the company based?
3. What qualifications are needed if you want to be accepted by the company?
4. Are you supposed to speak French as fluently as English?
5. Who are the candidates going to send their C.V. to?
6. "All applications will be treated in strict confidence". Do you think this is right? Why?
7. Will they hire a secretary without any experience?
8. What can one write in a C.V.?

EXECUTIVE SECRETARY

**For an International Company
based in Piraeus**

CANDIDATES MUST HAVE:

- Fluency in English and Greek (reading knowledge of French).
 - Knowledge of typing and telex operation.
 - Experience as Executive Secretary, of at least eight years.
- Candidates are invited to apply by sending a C.V. in English with a recent photograph to:

Mr, Sideris
41, Akti Miaouli
185 35 Piraeus

All applications will be treated in strict confidence.

B. Exercises

1. Rewrite the following using the new prompts.

- a. The company requires that the candidates should speak English fluently.
Candidates
- b. It is essential to send a recent photograph of yours.
Sending
- c. She started working as a secretary eight years ago.
She has
- d. "If you want to succeed in getting the job, don't forget to send your C.V."
The manager advised her

2. Find the right word in the ad for each of these definitions.

- a. concerned with making and carrying out decisions
- b. the ability to speak or write without pause and difficulty
- c. concerning or recognized by more than one nation
- d. severe and demanding

- e. learning; that which is known
- f. writing (something) with a typewriter
- g. the way a thing works
- h. a person who wants, or whom others want to be chosen for a position
- i. to ask for esp. politely
- j. to request something, esp. officially and in writing

3. Fill in the following table:

VERB	NOUN
base
type
operate
experience
know
invite
apply
treat
send

4. Here is another advertisement. Apply for the vacant job and complete your C.V.

SALES EXECUTIVE

A young, charming, energetic and totally self-motivated executive is required by a northern based marketing company.

The position involves dealing exclusively with C. London agencies and therefore experience in this area would be a distinct advantage.

A full C. London office facility will be made available together with an excellent remuneration package.

Please write with full C.V. and current salary details to Box No. MBC. 101
All letters will be replied to.



Listen and answer

1. Why is Robert Bart calling the KEY COM Ltd?
2. Who is answering the telephone?
3. When was the vacant job advertised?
4. Which post is Robert interested in?
5. Is the Sales Department telephone line free?
6. Has Robert had an answer from the company about the job he has applied for?
7. What does the sales assistant ask him to spell?
8. Did Robert finally get an answer?

Vocabulary

executive secretary, γραμματέας ανώτατου διοικητικού στελέχους
international, διεθνής
based, με έδρα, που έχει έδρα
candidate, υποψήφιος
fluency, ευχέρεια
knowledge, γνώση
typing, δακτυλογραφία, δακτυλογράφηση
telex, τέλεξ, τηλετύπο
operation, χειρισμός, λειτουργία
experience, πείρα
apply (for) κάνω αίτηση (για)
C.V. (Curriculum Vitae), βιογραφικό σημείωμα
recent, πρόσφατος
application, αίτηση
treat, αντιμετωπίζω, χειρίζομαι
strict, αυστηρός
confidence, εχεμύθεια, εμπιστοσύνη

executive, ανώτατο διοικητικό στέλεχος
charming, γοητευτικός
energetic, δραστήριος, ενεργητικός
totally, εξ ολοκλήρου
self-motivated, με πρωτοβουλία
require, ζητώ, απαιτώ
involve, συμπεριλαμβάνω
deal with, ασχολούμαι με, διατηρώ επαγγελματικές επαφές με
exclusively, αποκλειστικά
agency, πρακτορείο
distinct, σαφής, ιδιαίτερα ξεχωριστός, ευκρινής
advantage, πλεονέκτημα
facility, ευκολία, διευκόλυνση
available, διαθέσιμος
remuneration package, πλήθος/«πακέτο» από οφέλη
current, τρέχων, ισχύων, παρών

Keeping a client busy

Mr Yianniotis was expecting a visitor but he had a meeting at that time. He asked Maria to welcome the visitor and talk to him until the meeting was over.

The visitor, Mr Greg, has already arrived and Maria has been keeping him busy. Here is a part of their conversation, some minutes after Mr Greg's arrival.

Mr. Greg : Oh, I meant to ask you the time... er I mean.... what time do you knock off, this afternoon?

Maria : At about 4.30, as usual. Why?

Mr. Greg : Well, look! It's the first time I've been to Athens you know, and... and I haven't got much idea about the places which are worth seeing...

I mean that that I don't really know where to go. So I wondered I wondered if you would like to show me round and then, perhaps, if we could have dinner together. You see, I'd like it very much if

Maria : Well, Mr Greg, so would I, but I have already made plans for my evening. I'm really sorry.

Mr. Greg : Oh, some other time then. I'll stay in Athens for more than ten days.... Er, well, by the way, could you help me find my way back to my hotel? I had another meeting in the Athens Tower before coming here, and the manager of the company gave me a lift to your offices. (*Feeling in his pockets*) Er, where is the hotel card? I don't even remember the name of the hotel... Oh... let me have a look. I think I have the card here.... Yes, here it is. It's "Morning Dew" in the Constitution Square.

Maria : Oh, I see. It's one of the best hotels in the centre of Athens. It would be a good idea if I ordered a taxi for you, but you can also go there on foot. It will take you fifteen minutes' walk, but you'll have the opportunity to walk along the busiest and most popular streets in Athens.

Mr. Greg : Well, I think it's a good idea, but could you tell me how to get there?

Maria : Certainly. Turn right when you leave this building, and take the street leading to the next crossroads.

Mr. Greg : Shall I go across?

Maria : No. When you arrive there, turn left and walk along, until you reach the National Bank building.

- Mr. Greg** : Oh, Yes. I remember it. It drew my attention on my way here. It's really so imposing.
- Maria** : Fine. So, take the next turning on the left again, and walk along. After eight or ten minutes' walking, you will meet the Constitution Square. You can't miss it.
- Mr. Greg** : Thank you so much for your assistance.
- Maria** : You're welcome Mr Greg. And.... don't forget to watch the guards who stand on duty in front of the Memorial of the Unknown Soldier. You know, the kind of kilt they wear is called "phoustanella" and they always attract crowds of tourists. I hope they will attract you, too. Oh! Here is Mr Yianniotis coming! I hope his delay has not caused any inconvenience to you.

A. Questions

1. Why couldn't Mr Yianniotis welcome his visitor?
2. What did he ask Maria to do?
3. What time does Maria usually leave the office?
4. Has Mr Greg been to Athens before?
5. What did he suggest to Maria?
6. Did Maria accept his proposal? Why?
7. Where had Mr Greg been, before he went to Maria's office?
8. Where has Mr Greg found accommodation?
9. Did Mr Greg know how to go back to his hotel?
10. Who directed him to the hotel?
11. What did Maria suggest that he should not forget to do?
12. What did she hope would attract Mr Greg's attention?

B. Exercises

1. Fill in the blanks.

	VERB	NOUN
a.	expect
b.	visit
c.	meet
d.	arrive
e.	show
f.	plan
g.	manage
h.	constitute

- | | | |
|----|---------|------------|
| i. | | order |
| j. | | building |
| k. | turn | |
| l. | | attention |
| m. | | assistance |
| n. | attract | |

2. Fill in the blanks with the proper preposition.

- He couldn't come, because he had a meeting that time.
- What time do you knock, this afternoon?
- It's the first time he has been Greece.
- Will you show me? I don't know which places are worth seeing.
- It's one the best hotels Athens.
- This street leads the Constitution Square.
- my way here, I met our manager.
- Do it the way I showed you.
- You will see the guards who stand duty front the Memorial.
- This kind resorts attracts crowds tourists.

3. Tell the time in two different ways.

e.g. 4.30 Half past four / Four thirty.

- | | |
|---------|---------|
| a. 4.15 | e. 5.10 |
| b. 4.20 | f. 5.30 |
| c. 5.35 | g. 6.50 |
| d. 5.45 | h. 7.45 |

4. Put the verbs in brackets in their suitable form.

- He asked Maria to keep the visitor busy until the meeting (be) over.
- She (keep) him busy for a quarter of an hour, but her manager hasn't come back yet.
- It's the first time he (come) to Athens.
- I wonder if you (like) to show me round.
- I already (make) plans for the evening.
- He had another meeting before (go) there.
- (Turn) right when you leave the office.
- When you (arrive) at the tower, turn left.
- That building (draw) my attention, on my way here.
- The guards (wear) a kind of kilt which is called "phoustanella".

5. Knock off, it's worth seeing, show someone round, make plans, give a lift, go on foot, draw someone's attention: Use the above in sentences of your own, so that their meaning is clear.

6. Match the following:

- | | |
|-----------------------------|--|
| a. was expecting | 1. stop work for the day |
| b. welcome | 2. ask myself |
| c. knock off | 3. was waiting for |
| d. show (a)round | 4. arrive at |
| e. wonder | 5. greet a person when arriving at a place |
| f. give a lift | 6. be a guide to someone on his (first) visit to a place |
| g. opportunity | 7. chance |
| h. draw someone's attention | 8. impressive |
| i. imposing | 9. excite sb's interest |
| j. reach | 10. take someone somewhere in my car |



Listen and answer

1. What are Mr Yianniotis and Maria talking about?
2. Where is Mr Greg flying from?
3. Is Mr Yianniotis able to meet Mr Greg at the airport?
4. Has Maria met him again? How do you know?
5. Is Mr Greg's flight arriving soon?
6. Was Maria's first attempt to recognise Mr Greg successful?
7. Did she finally manage to recognise Mr Greg?
8. Why couldn't Mr Yianniotis go to the airport?

Vocabulary

client, πελάτης

keep sb busy, απασχολώ κάποιον

welcome, καλωσορίζω, υποδέχομαι

mean to, σκοπεύω να, σκέφτομαι να

knock off, σχολάω, τελειώνω την εργασία (της ημέρας)

wonder, αναρωτιέμαι

give sb a lift, μεταφέρω κάποιον με το αυτοκίνητό (μου)

Constitution Square, Πλατεία Συντάγματος

on foot, με τα πόδια

crossroads, σταυροδρόμι

go across, διασχίζω

draw one's attention, ελκύω/τραβώ την προσοχή κάποιου

imposing, επιβλητικός

turning, στροφή

assistance, βοήθεια

guard, φρουρός, σκοπός

be on duty, εκτελώ υπηρεσία

memorial, μνημείο

kilt, σκωτσέζικη φούστα

Office machines



typewriters



intercom machines



dictating machine

Electronic office machines



professional electronic typewriter with memory



word processor



portable electronic typewriter



printer



electronic telephone switchboard

Consolidation exercises

1. Complete the following words:

- a. p l : staff
- b. a te : suitable
- c. im ly : at once
- j. f e : money paid for minor offence against law
- e. f nt : expressed readily, without a pause or difficulty
- f. s y : a manager's personal assistant
- g. sk l : experienced and clever
- h. q e : line of people
- i. pr n : advancement in position
- j. m m : a note of something to be remembered

2. Fill in the blanks with the appropriate form of the verbs: arise (arose, arisen), rise (rose, risen), raise (raised, raised). Keep in mind that only "raise" can have an object, and that "arise" has the meaning of "come into being".

- a. Some problems yesterday, and he couldn't be present at the meeting.
- b. The students, when the teacher came in.
- c. The Government have taxes.
- d. Prices are always
- e. He his secretary's salary.
- f. The price of meat has to 3,000 drs per kilo.
- g. Difficulties as they were working.
- h. He the amount of money he had offered to buy that painting.

3. Fill in the blanks with the words: view, mind, belief, idea, opinion.

- a. When the of changing the job came into her, Susan asked her colleague, Jane, if it was a right decision.
- b. In the that working in a new environment would be a pleasant change, she decided to give up her present job.
- c. In her, finding a new job would be the best thing he had to do.
- d. From her point of, Susan thought it could be a risk.
- e. His is based on facts.
- f. I have no how worried she was, when she learned that she didn't get the job.

4. Fill in the blanks with the words: appearance, view, look, expression, sight.

- a. There is no from her office window, except for some factory chimneys.
- b. His at the office was not very welcome.
- c. After changing her hair's colour, her was quite different.
- d. What sort of did she have on her face when her manager criticised her?
- e. Do you think the manager wrote down my name in the list of the candidates, with a of interest?
- f. Is your new office an interesting ?

5. Fill in the blanks with the words: period, season, time, term.

- a. The company close for a week, during the holiday
- b. I haven't met him for a long of time.
- c. She got very good marks in languages during the last
- d. It's lunch Stop working and let's go out to have something to eat.
- e. Is summer a peak in Greek islands?
- f. Take more and care over your work.

6. Fill in the blanks as it is done in the example.

e.g. assistance → assistant
employment → employer, employee

- a. management →
- b. typing →
- c. printing →
- d. application →
- e. principle →
- l. interview →
- g. work →
- h. accountancy →
- i. sales →
- j. business →
- k. distribution →
- l. reception →
- m. operation →
- n. visit →
- o. attention →

p. call	→
q. tourism	→
r. translation	→
s. speech	→
t. telephone	→

7. Give the suitable word formed from each word in capitals to complete the phrases.

a. MANAGER duties
b. SECRETARY job
c. ACCOUNTANT department
d. SOCIAL person
e. INTELLIGENCE secretary
f. EFFICIENCY clerk
g. PERSON assistant
h. ACCURACY statement
i. RELY colleague
j. EXPERIENCE staff
k. FLUENCY English
l. COMMERCE correspondence
m. CONFIDENT letter
n. ACTIVITY woman
o. CONVENIENCE office room
p. SUITABILITY machine
q. THEORY knowledge
r. CONTINUE sheet
s. PLEASURE environment
t. DEMAND boss
u. PUBLIC sector
v. WORK conditions
w. EXECUTE position
x. AVAIL room
y. CURRENCY salary
z. USE information

8. Match the two halves to form compound words.

under	hand
with	man
short	phone

sales	ground
business	woman
ear	in
trust	phone
out	worthy
tele-	writer
type	going
switch	tray
over	ever
ash	board
which	way
net	all
rail	work

9. announcement, note, notice, message; Choose the correct word to complete the following sentences:

- a. The sales manager is not here at this moment. Will you leave a for him?
- b. Haven't you seen the on the wall? It is saying "No smoking".
- c. I don't know where exactly the manager is, but he has written a informing us that he will be back in half an hour.
- d. The company's that there will be an increase in the personnel's salaries was received with loud cheers.
- e. He put up a on the notice board inviting all the staff to dinner.
- f. A further will be made shortly after the board directors meeting will be over.
- g. While the new manager was giving the personnel his instructions, they were writing
- h. Why haven't you rung me back? Haven't you taken my ?

10. Complete each sentence with the words formed from a word given in the list adding one of the prefixes or suffixes given.

compliment, product, regard, pleased, fluent, station, polite, willing, logical, sociable, suggest, refer, appear, success, favour, sharpen, arrange, reception, trust, responsible, inform

-ery, -ary, -less, -ly, -er, -ment, -ist, ir-, mis-, -able, -ence, -ful, -ion, il-, dis-, im-, un-, -ive, -ance, -ation

- a. The company fired him, because he was a very person.
- b. There is usually a correlation between the greeting and theclose in a business letter.
- c. "Creative" is a synonym for the word ".....".
- d. Peter is so competent in his job that he always receivescomments.
- e. The manager was very when he heard that one of the best clerks was leaving the company.
- f. He is a very person; he never talks to anyone.
- g. He has made all the for the meeting.
- h. Miss Fotinou is the of the company; she has to answer the telephone and give visitors any required
- i. Whenever I ask him a favour, he is very to do it; he never helps anyone.
- j. The small metal tool used for sharpening pencils is called a
- k. The book-shops sometimes sell as well.
- l. He made a to my book, when he spoke about the importance of the export trade nowadays.
- m. Nobody agreed with him because his arguments were absolutely
- n. He is a very businessman; he needn't be afraid of any kind of competition.
- o. Why do you him so much? He seems honest enough to me.
- p. His are clever but unworkable.
- q. She speaks Spanish and Italian
- r. People should not be judged by their
- s. All our proposals were turned down, of their good points.
- t. She is rude and ; she didn't speak to anyone at the party.

11. Match the following so as to form twenty pairs of synonyms.

- | | |
|----------------|-----------------------------------|
| a. turn up | 1. add to |
| b. cable | 2. try (hard) |
| c. proceed | 3. appear (suddenly) |
| d. creative | 4. field |
| e. fluently | 5. telegram |
| f. intelligent | 6. personnel |
| g. require | 7. postpone |
| h. lively | 8. be upset |
| i. supplement | 9. continue; advance |
| j. reliable | 10. expressing in a smooth manner |
| k. endeavour | 11. switch off |
| l. sector | 12. productive |
| m. stationery | 13. too fond of giving orders |
| n. staff | 14. demand |

- | | |
|-------------|-----------------------------------|
| o. put off | 15. having air which is not fresh |
| p. turn off | 16. employ or appoint to a job |
| q. worry | 17. clever |
| r. hire | 18. materials for writing |
| s. bossy | 19. trustworthy |
| t. stuffy | 20. energetic |

12. Match the following so as to form twenty pairs of antonyms.

- | | |
|--------------|-----------------------------------|
| a. essential | 1. idle; lazy |
| b. leaving | 2. obsolete; old fashioned |
| c. advantage | 3. in detail |
| d. clearly | 4. full |
| e. willing | 5. fire; dismiss; (give the) sack |
| f. energetic | 6. modest; humble |
| g. receive | 7. trivial; unimportant |
| h. thick | 8. vivid |
| i. warm | 9. rude; impolite |
| j. modern | 10. arriving |
| k. pale | 11. late |
| l. empty | 12. disappear |
| m. briefly | 13. disadvantage |
| n. hire (sb) | 14. vaguely |
| o. general | 15. cool |
| p. arrogant | 16. ungrateful |
| q. polite | 17. reluctant; unwilling |
| r. early | 18. specific |
| s. turn up | 19. thin |
| t. grateful | 20. send |

13. Say whether the following statements are true or false.

- If you are going to work in the business world, and you are too capable, it is possible that you will have promotion prospects.
- A competent secretary should only be sociable and good-looking.
- A curriculum vitae gives details about your private life.
- If you are "single", It means that you are divorced.
- An interview for a job is usually preceded by an application of the person who is interested in this job.
- Pleasant surroundings do not affect in the least people's moods while they are working.
- Reference letters refer to the interviewer and not to the interviewee.

- h. One should be confidential and reliable if he has an executive post.
- i. You can cover undesirable written material by using correcting fluid.
- j. The word "schedule" has to do with a clerk's salary.

14. Fill in the blanks with the correct form of the verbs in the brackets.

- a. If she had had initiative, she (take) the job.
- b. Maria Petrou (age) 19, (attend) a commercial course, which lasted for six months, in 1990.
- c. After he (work) in the bank for four years, he became the sales manager in our company.
- d. By the end of the next month she (work) as a secretary for five years.
- e. "I hope that you (justify) my confidence", he said to her.
- f. A memorandum (be) a note of something (be) remembered.
- g. When the manager (enter) the office, his secretary was typing letters.
- h. Paul (work) too hard lately.
- i. "I'm sure that your colleagues (be) more than willing (give) you any further details", he said.
- j. He wonders why they (not forbid) smoking.
- k. Maria usually (talk) with Noreen during the coffee break.
- l. "I can't stand (get) up so early in the morning", he said.

15. Fill in the blanks with the right prepositions.

- a. The company are looking a secretary the sales department.
- b. He advised me on what I should send the company if I was interested the job mentioned the ad.
- c. She started her letter the following way: "..... reference your advertisement a secretary, I should be grateful if you would consider my application this job."
- d. She has fluency English and a diploma the University Commerce Athens.
- e. Miss Petrou was a polite and willing student respect others and she took a keen interest all school activities.
- f. Apart being confidential and sociable, Maria is also good typing.
- g. Trying adapt yourself a new environment can sometimes be extremely difficult.
- h. The diagram the wall explains the colleagues' tasks the company.
- i. "She is responsible the welfare the people who work"

the company, and she will be your disposal any problems you might have while working here”, he said.

- j. Miss Andreou is the Head the Accounts Department and is involved payments customers; she also makes the arrangements the wages the staff.
- k. “Do you get well your colleagues?” He asked the new secretary.
- l. As he was bossy and arrogant, they were all fed him the department.

16. Rewrite the sentences using the new prompts.

- a. I should be obliged if you sent me a brochure.
I should be obliged if I
- b. Maria assured Mr Yianniotis that she would fulfil his requirements.
Mr Yianniotis that his requirements
- c. The secretary was typing a letter.
A letter
- d. We use a punch for cutting holes.
A punch
- e. You should keep your money and valuables in a safe place.
Your money
- f. He gave the stranger confidential information concerning the company.
The stranger
- g. You needn't deal with this material immediately.
This material
- h. He has ordered some office equipment.
Some office equipment
- i. They forbid smoking in the office.
Smoking in the office
- j. Mr Markou will arrange the meeting.
The meeting

17. Rewrite the sentences using the new prompts.

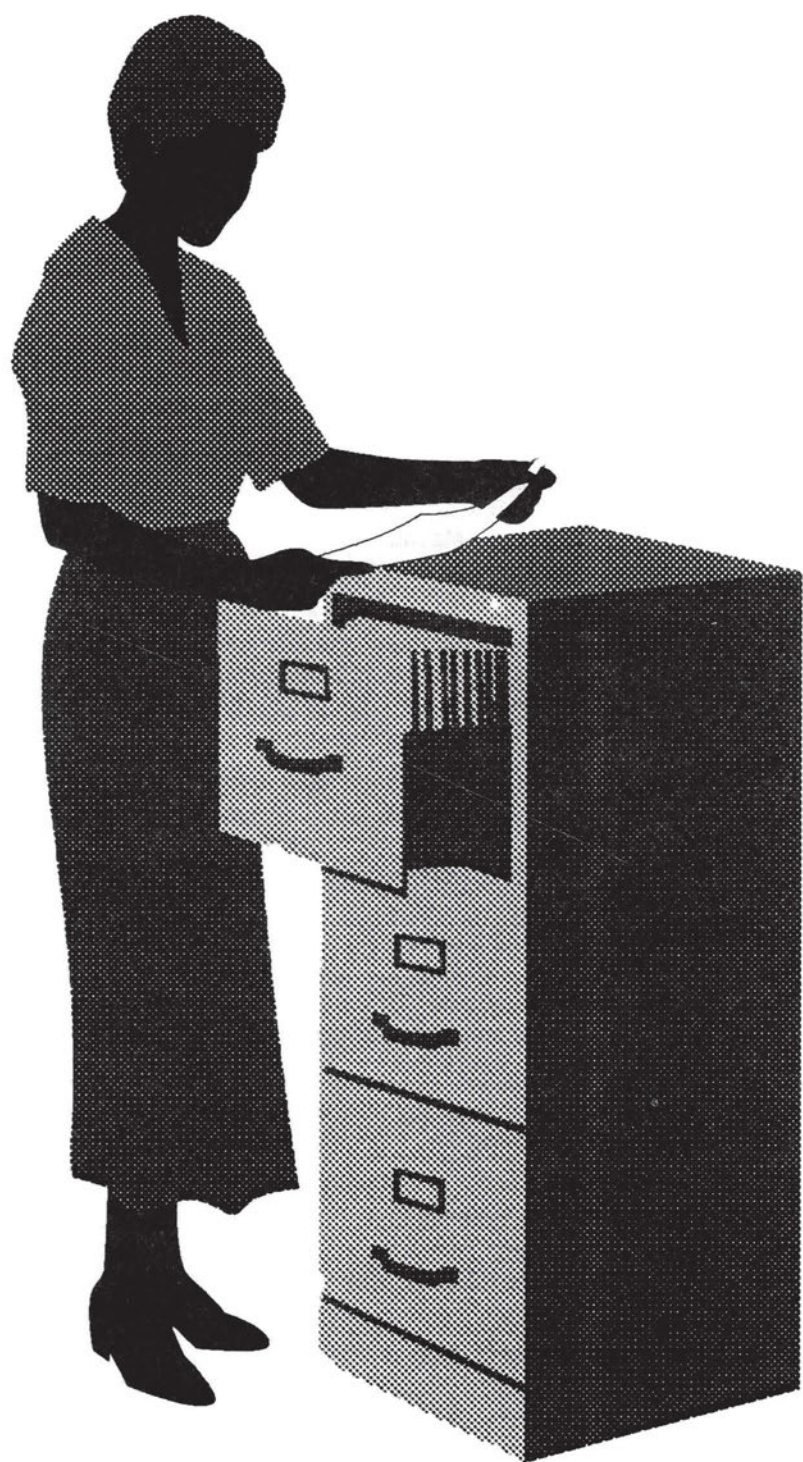
- a. “What do you do for a living?”
He asked me
- b. “Did you have a good time in the office?”
He wondered
- c. “What qualifications are needed, if you want to be accepted by the company?”
She wanted to know

- d. "I worked till late last night".
She said
- e. "Has she got any previous experience of working in an office?"
He wondered
- f. "What will the manager do if the time of the interview is not convenient for the applicant?"
I asked him
- g. "Do you believe that a pleasant and cosy atmosphere affects the clerks' moods?"
She asked me
- h. "Will you accept the job even if the salary is low?"
He asked her
- i. "What may happen to your purse if you leave it on the desk?"
He asked me
- j. "What does a receptionist do?"
He asked her
- k. "Do most of these people hold executive positions?"
He wanted to know
- l. "What can a person write in a C.V.?"
She asked him



18. Listen to the cassette and fill in the blanks in the following passage.

Sheila once had a⁽¹⁾ who was too⁽²⁾,⁽³⁾ and strict. He used to arrive.....⁽⁴⁾ the office ten minutes earlier than the⁽⁵⁾ and wait by the door to see who was⁽⁶⁾.
If a⁽⁷⁾ had been late, it was certain that he would have⁽⁸⁾⁽⁹⁾⁽¹⁰⁾.
He wanted the offices to be neat and⁽¹¹⁾, the files and⁽¹²⁾ to be⁽¹³⁾, the out-going⁽¹⁴⁾ in the⁽¹⁵⁾ and the⁽¹⁶⁾ ones in the in-trays. Twice or three⁽¹⁷⁾ a day, he⁽¹⁸⁾ to walk round the⁽¹⁹⁾,⁽²⁰⁾ that work was⁽²¹⁾ normally. Although he⁽²²⁾ his⁽²³⁾ work⁽²⁴⁾, they were all⁽²⁵⁾ and the⁽²⁶⁾ that every person working for the⁽²⁷⁾ was equally⁽²⁸⁾ and was equally⁽²⁹⁾, created an extraordinarily friendly⁽³⁰⁾.

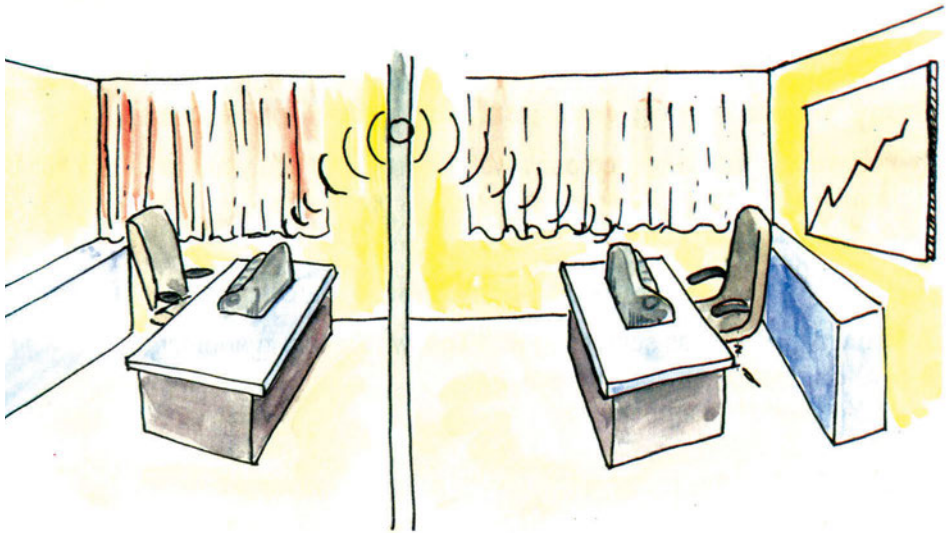


UNIT 2

Chapter	Function	Language work
1. Communicating with people	Giving information - Reacting according to different circumstances - Acquiring vocabulary - Forming sentences	Correcting mistakes - Derivatives - Prepositions - Completing sentences - Writing sentences using specific phrases
2. The mail minefield	Giving advice on letter writing - Acquiring vocabulary - Listening	Conditionals - Gerund and Infinitive - Multiple choice - Synonyms-True-False - Completing sentences
3. The telephoning process	Describing processes and giving instructions - Acquiring vocabulary - Revising Tenses - Revising Conditionals	Prepositions - Completing a dialogue - Definitions - Putting verbs in their proper form
4. Specialists on call	Describing facts - Giving information - Acquiring vocabulary - Making Comparisons - Revising Tenses	Gap filling with prepositions - Derivatives - Synonyms - Active → Passive - Comparatives - Verb Tenses
5. Taking a message	Speaking on the phone - Taking a message - Writing messages - Reporting events - Listening	Prepositions - Writing a message - Reported speech - Formation of adverbs - Questions - Answering questions
6. Body language	Expressing opinions and beliefs - Acquiring vocabulary - Speaking	Antonyms - Identifying words with their definition - Avoid plus gerund - Infinitive - -ing form - Discussing about people's character
7. Recorded Messages	Listening to messages on answerphones - Taking notes - Giving information - Acquiring vocabulary - Using the correct tense after temporals	Answering questions - Compound words - Correcting mistakes - Antonyms - Word building
8. The telex - A necessary aid to business world	Description - Expressing opinions - Acquiring vocabulary - Speaking	Completing sentences with proper words - Antonyms - Derivatives - Synonyms - Describing features
9. «We think, therefore we are RAFAX»	Giving information - Dealing with ads - Acquiring vocabulary	Filling in a coupon - Multiple choice - Vocabulary - Derivatives - Matching words with their definitions
10. Tele-communications in our life	Describing features - Giving information - Acquiring vocabulary - Agreeing or disagreeing - Reporting events	Identifying words with their definitions - Antonyms - Prepositions - Matching sentences - Direct → Indirect Speech

Unit 2

communications and office practice



Communicating with people



Holding a meeting

Study the following and act properly in each case.

1. You work in the same company with George and you want to talk to him but his office is on the 10th floor while yours is on the 6th.
 - A. You call him on the telephone.
 - B. You ring him on the extension.
2. You want to discuss something with Tom who works in another firm.
 - A. You arrange an appointment.
 - B. You send him a postcard.
3. You urgently have to get in touch with a company abroad.
 - A. You write a letter.
 - B. You send a telex or a fax.

4. You want to talk to Mrs Smith who has just applied for the secretarial position in your company.
A. You fix a date with her.
B. You interview her.
5. You want several people to read a circular.
A. You record it on a tape.
B. You have it distributed around.
6. You want to make an office party known to everyone.
A. You pin a notice on the notice board.
B. You write a memo.
7. Your secretary , Linda, is out and you want to let her know you've gone out for lunch.
A. You write a note.
B. You tell the Sales Manager.
8. You want to discuss a serious matter with some colleagues.
A. You have a party.
B. You hold a meeting.
9. You want to call your secretary into your office.
A. You shout.
B. You use the intercom.
10. You want to make known or remind someone of something in the firm.
A. You write a memo.
B. You write an application.

Exercises

1. Complete the following sentences so that they make sense.

- a. The people you work with are your
- b. Before getting a new job, you are usually asked to...
- c. At a company's meeting people discuss
- d. If you are interested in a job, you
- e. If you have a problem in the company where you work, you arrange...
- f. If a circular has been distributed among the clerks of a company, each one of them is expected to

2. Correct the spelling of the given words, where it is necessary.

- a. telefone
- b. extention
- c. appointment
- d. tauch
- e. posision
- f. secreterial
- g. circular
- h. taip
- i. colleagues
- j. meating
- k. entercom
- l. remaind

3. Fill in the blanks with a preposition.

- a. They work the same building.
- b. His office is the tenth floor.
- c. He is speaking the telephone.
- d. Try to get touch him.
- e. He applied the job.
- f. He recorded the chairman's speech the tape.
- g. He made his decision known everyone.
- h. He's gone out lunch.
- i. Discuss your problem your manager.
- j. Don't forget to remind him his appointment.

4. Use the following phrases in sentences of your own, so that their meaning is clear: get in touch with, fix an appointment, distribute around, make known to, let someone know, hold a meeting.

5. Who uses the following devices in a company?

- a. telephone
- b. typewriter
- c. telex or fax
- d. intercom
- e. dictating machine

Vocabulary

communicate, επικοινωνιώνώ

act, ενεργώ

properly, κατάλληλα

case, περίπτωση

call, τηλεφωνώ, καλώ

ring, καλώ τηλεφωνικώς, τηλεφωνώ

extension, εσωτερική γραμμή τηλεφώνου, επέκταση

discuss, συζητώ

firm, εταιρεία, φίρμα

arrange, κανονίζω, διευθετώ

appointment, επαγγελματικό ραντεβού

urgently, επείγοντως

get in touch with, έρχομαι σε επαφή με, επικοινωνιώνώ

company, εταιρεία

abroad, στο εξωτερικό

telex, τέλεξ

fax, τηλεφωνοτυπία, τηλεομοιοτυπία

apply for, κάνω αίτηση για

secretarial position, θέση γραμματέα

fix a date, κλείνω ραντεβού (προσωπικό)

interview, παίρνω συνέντευξη

circular, εγκύκλιος

record, καταγράφω

tape, ταινία (μαγνητοφώνου)

distribute, διαμοιράζω

make known, γνωστοποιώ

pin, καρφιστώνω

notice, ανακοίνωση, ειδοποίηση

notice board, πίνακας ανακοινώσεων

memo (memorandum), υπενθυμητικό σημείωμα, υπόμνημα

secretary, γραμματέας

let one know, γνωστοποιώ σε κάποιον

note, σημείωμα

Sales Manager, Διευθυντής Πωλήσεων

serious, σοβαρός

matter, ζήτημα, θέμα

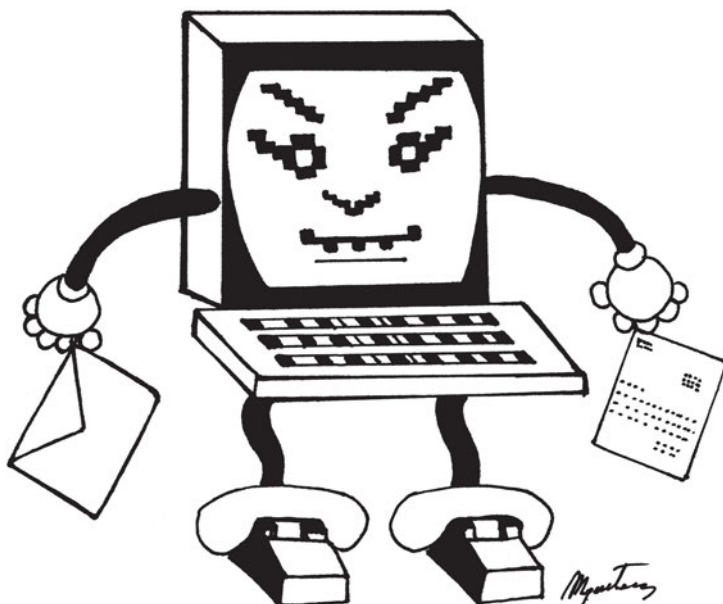
colleague, συνάδελφος

hold a meeting, συγκαλώ / ορίζω / "κάνω" συνεδρίαση

intercom (intercommunication), εσωτερικό τηλεφωνικό σύστημα επικοινωνίας μεταξύ τμημάτων στο ίδιο κτίριο, ενδοεπικοινωνία

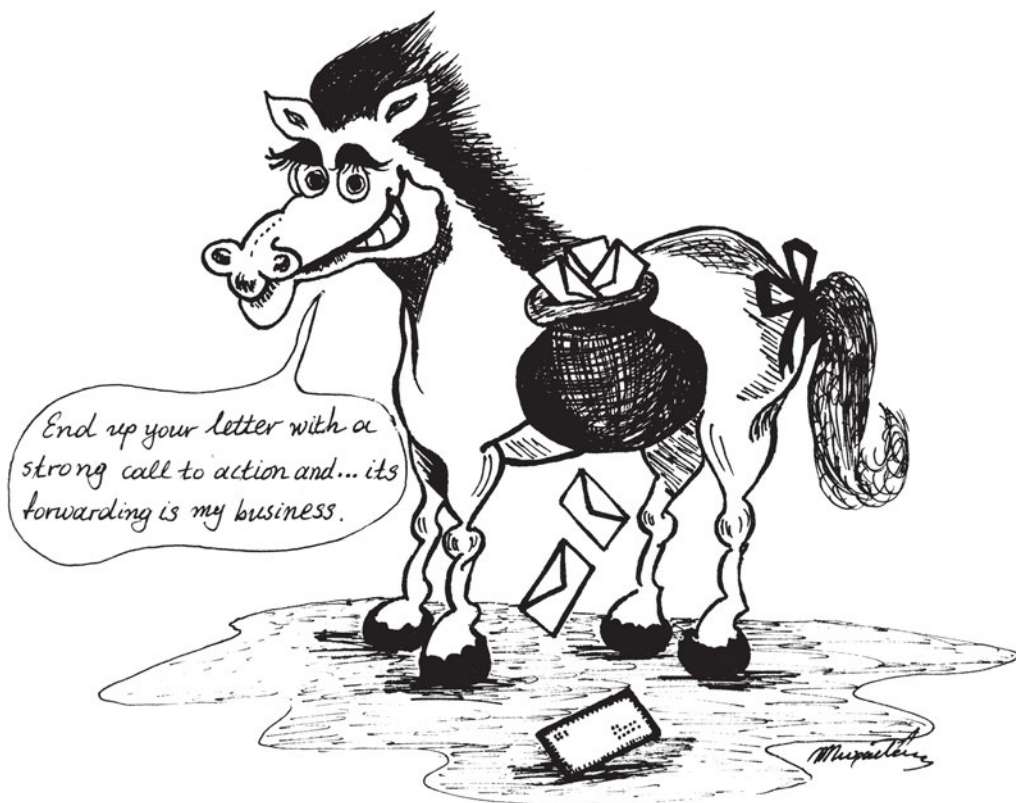
remind, υπενθυμίζω

application, αίτηση



The mail minefield

In business, most professional people have a remarkably simple way of checking a direct mail letter. They read only the first few paragraphs. And if those first few paragraphs do nothing except that they state the offer again and again, they are happy. The technical details of the product are left to others to check for accuracy.



Avoiding pitfalls while writing sales letters

It is possible to avoid most of the worst pitfalls, if the writer has experience in the field.

Length is the prime indicator of professionalism. If it is long (about two or three pages), it is on the right lines. If it is short, it is time to start worrying. This does not mean that a bad long letter is better than a good short letter.

The two crucial parts of the letter are the beginning and the end. Usually, about three-quarters of the way down page one, the real start will be found.

There is no need to worry about being polite. The reader does not have the time, so the letter should come straight out with what is being offered and it should be crisp and persuasive. The entire deal or offer must be contained in the first few paragraphs. This will catch the reader, and make him continue reading.

The next move in checking the letter is to skip the middle entirely, and go to the last page. This is what most readers do.

Two things should be found. The first is a post-script. A PS is often the part of the letter that gets read first, and it should always repeat the deal or the offer. Next, the last few paragraphs of the letter should be examined. A good sales letter always ends in a strong call to action. Indeed, some brilliant letters even start off with it.

A. Questions

1. How do most professional people check a direct mail letter?
2. How is it possible to avoid most of the worst pitfalls?
3. Which is the prime indicator of professionalism?
4. When is a sales letter considered to be on the right lines?
5. Is a bad long letter always better than a good short one?
6. Which are the two crucial parts of the letter?
7. How should a letter be laid out?
8. What should be repeated in the PS?

B. Exercises

1. Complete the sentences, drawing information from the text.

- a. It is possible to avoid most of the worst pitfalls, if
- b. The letter is on the right lines, if
- c. If the letter, it is time to start worrying.
- d. If a sales letter is good, it always
- e. If a letter is crisp and persuasive

2. Use the gerund or infinitive of the verbs in brackets to fill in the blanks.

- a. He hasn't come yet. It is time to start (*worry*).

- b. There is no need so early (*come*).
- c. A well-written letter will make the reader continue (*read*).
- d. The next move in the letter is to skip the middle entirely, and go to the last page (*check*).
- e. John thanked me for him (*help*).
- f. This exercise is very difficult (*understand*).

3. Choose the correct word.

- 1. He spoke so quickly that I didn't what he said.
a) listen, b) take, c) accept, d) catch
- 2. They do nothing sleep all day.
a) as well as, b) besides, c) but, d) too
- 3. As he was ill, he had to avoid
a) sleeping, b) relaxing, c) working, d) resting
- 4. Can't you your boss to increase your salary?
a) reason, b) succeed, c) persuade, d) make

4. Match the following so as to make eight pairs of synonyms.

- | | |
|---------------|--|
| a. remarkably | 1. mistake that can easily be made |
| b. state | 2. causing admiration; very clever |
| c. accuracy | 3. of decisive importance |
| d. pitfall | 4. whole |
| e. crucial | 5. considerably |
| f. crisp | 6. quick and confident |
| g. entire | 7. say or express (an opinion etc.) formally |
| h. brilliant | 8. exactness or correctness |

5. Based on the text, say whether the following statements are True or False.

- a. In business, most professional people have a complicated way of checking a direct mail letter.
- b. The length of the sales letters is the prime indicator of professionalism.
- c. A bad long letter is always better than a good short one.
- d. The beginning and the end of a letter are of primary importance.
- e. The letter should come straight out with what is being offered and it should be persuasive.
- f. The deal or offer must be mentioned in the last two paragraphs.
- g. A post-script gets read last.
- h. A post-script should repeat the deal or the offer.



Listen and complete

Listen to the dialogue and fill in the missing words.

- Tom is going to the Post Office to mail some and a for the company he works for.
- He wants them to be carried by
- The letter to the USA is and the one to Thessaloniki must be sent
- Tom needs three for Europe and one stamp for a(n) letter to the USA.
- He will get a for the registered letter.
- He has to put the parcel on the to see how much it weighs.
- He doesn't want it
- Tom told the post office clerk to make the parcel payable
- Tom wants to know how long it will take the parcel to arrive at its
- He also wants to send a for 3,000 drs.

Vocabulary

mail, επιστολή, ταχυδρομείο

minefield, ναρκοπέδιο

professional people, επαγγελματίες

remarkably, αξιοσημείωτα

check, ελέγχω, τσεκάρω

direct mail letter, διαφημιστική ενημερωτική επιστολή

paragraph, παράγραφος

state, δηλώνω, δείχνω

offer, προσφορά, προσφέρω

technical, τεχνικός

detail, λεπτομέρεια

product, προϊόν

accuracy, ακρίβεια, ορθότητα

avoid, αποφεύγω

pitfall, σφάλμα, παγίδα

sales letter, διαφημιστική επιστολή με σκοπό να πεισθούν οι πελάτες για την επιτυχία κάποιου (νέου) προϊόντος στην αγορά

experience, εμπειρία, πείρα

field, θέμα, πεδίο, τομέας

length, μήκος, μέγεθος

prime, κύριος, πρωτεύων

indicator, αποδεικτικό στοιχείο, ένδειξη

professionalism, επαγγελματισμός

on the right lines, στα σωστά πλαίσια, με σωστό αριθμό αράδων

crucial, κρίσιμος, αποφασιστικός

polite, ευγενικός

come straight out with, δηλώνω/μαρτυρώ αμέσως

crisp, αποφασιστικός

persuasive, πειστικός

the entire deal, η όλη διαπραγμάτευση, το κύριο θέμα

contain, (συμ)περιλαμβάνω, εμπεριέχω

catch the reader, τραβώ/ελκύω το ενδιαφέρον του αναγνώστη

move, κίνηση

skip, παραλείπω

entirely, εντελώς, τελείως

post-script (PS), υστερόγραφο

sales, πωλήσεις

strong call to action, άμεση παρότρυνση για δράση

brilliant, θαυμάσιος, ευφυής

start off, ξεκινώ, αρχίζω

The telephoning process



We all know how useful the telephone is. No matter how many new devices of communication will appear, the telephone will always be a tool of primary importance.

Easy as it seems, a phone-call can turn out to be an irritating experience. We might say that the three first steps are easy to achieve; you lift the receiver, listen to the dialling tone and finally dial the number. The line, however, is often engaged or busy, as we say, and you have to put the receiver down and start the whole thing again.

If you are calling someone in a company and there is an operator, it may be easy for him or her to put you through but still difficulties may arise while speaking; you can be cut off and hold on the receiver hearing nothing but your own breath and a dull buzzing sound. In that case, of course, you replace the receiver and pick it up again only to find that something has gone wrong and the telephone is out of order. But if you are lucky enough, you finally hear the ringing tone and when you are ready to start your conversation again, you realize that you are talking to some stranger, either because you haven't been careful enough to redial the number correctly, or because the lines have been mixed.

Good luck, then, with your telephone calls, and don't forget to be quick when talking on the phone, because there are others waiting "in the queue" as well.

A. Questions

1. What are the three first steps of a phone-call?
2. Why can a phone-call become an irritating experience?
3. What does the operator do if you are calling someone in a company?
4. Refer to a difficulty that may arise while you are speaking on the phone.
5. What is the meaning of «others waiting *in the queue*»?

B. Exercises

1. Fill in the blanks with the correct preposition.

- a. The telephone is a device primary importance.
- b. A phone-call sometimes turns to be an annoying experience.
- c. When you finish the call you put the receiver
- d. You are often cut while speaking.
- e. When you call the director of a company, his secretary usually picks the receiver and asks you to hold till he answers the telephone.
- f. Remember to be quick when talking the phone.

2. Put the verbs in the brackets in the correct form.

The telephone ¹ (*be*) a very useful device. Nevertheless, it sometimes ² (*turn*) out to be a hateful tool. The line often ³ (*engage*) and the caller has ⁴ (*dial*) the number again and again. Even while ⁵ (*talk*), he can ⁶ (*cut*) off. In that case, he ⁷ (*replace*) the receiver and ⁸ (*pick*) it up again only to discover that the lines ⁹ (*mix*) up or that the telephone ¹⁰ (*be*) out of order.

3. Complete the caller's part in the following telephone conversation:

A: Hello. Avon 505231.

B:

A: Hold on a minute. I'll check if he's in.

(*A few minutes later*). I'm afraid he's out for lunch.

B:

A: Of course, you can. I'll give it to him as soon as he's back. Do you want him to ring you back?

B:

A: As you wish. You may call him in an hour or so.

B:

A: Not at all. Good-bye.

4. Put the verbs in the brackets in their correct form.

- a. If you are lucky enough, the line (*not engage*).
- b. The telephone operator of the company will put you through to the manager, if you (*want*) to speak to him.
- c. If I knew their number, I (*call*) them.
- d. I would try to redial the number, if I (*be*) you.
- e. If she had been careful enough, she (*not make*) so many mistakes.
- f. If I (*call*) him an hour ago, we could have gone out together.

5. Match the following:

- | | |
|-----------------------|--|
| a. process | 1. the part of telephone that is held to one's ear |
| b. device | 2. wait on the telephone |
| c. receiver | 3. a person who works at a telephone switchboard |
| d. dial | 4. procedure; a connected set of human actions or operations in order to reach a particular result |
| e. telephone operator | 5. disconnect |
| f. put through | 6. call a number on the telephone |
| g. arise | 7. an instrument, esp. one that is cleverly thought out |
| h. cut off | 8. come into being |
| i. hold on | 9. a line of people waiting for sth. |
| j. queue | 10. connect a telephone call(er) by telephone |

Vocabulary

telephoning process, διαδικασία τηλεφωνικής επικοινωνίας
no matter how, ανεξάρτητα από, άσχετα με

device, μέσον, συσκευή επικοινωνίας
communication, επικοινωνία
tool, εργαλείο

of primary importance, πρωταρχικής σημασίας
phone-call, τηλεφώνημα, τηλεφωνική κλήση
turn out to be, αποδεικνύομαι ότι είμαι
irritating, εκνευριστικός
experience, εμπειρία
step, βήμα, ενέργεια
achieve, πετυχαίνω, πραγματοποιώ
lift, σηκώνω
receiver, ακουστικό
dialling tone, ο ήχος του τηλεφώνου που υποδηλώνει ότι η γραμμή είναι ελεύθερη
finally, τελικά
dial the number, σχηματίζω αριθμό τηλεφώνου
line, γραμμή
engaged, κατειλημμένος
busy, φορτωμένος, κατειλημμένος, απασχολημένος
put down, κατεβάζω, αφήνω κάτω
call, καλώ
company, εταιρεία, επιχείρηση
operator, χειριστής (τηλεφώνου)
put one through, δίνω τηλεφωνική γραμμή σε κάποιον, συνδέω

arise, προκύπτω
be cut off, διακόπτομαι (ενώ μιλώ στο τηλέφωνο) διότι «κόβεται» η γραμμή
hold on, περιμένω, αναμένω (στο ακουστικό)
breath, ανάσα, αναπνοή
dull, ανιαρός, μονότονος
buzzing sound, βουητό (στο ακουστικό τηλεφώνου)
replace, επανατοποθετώ
pick up (the receiver), σηκώνω (το ακουστικό)
out of order, χαλασμένο, δεν λειτουργεί (για τηλέφωνο, μηχανήμα κ.λπ.)
lucky, τυχερός
ringing tone, τόνος κλήσης (τηλεφώνου)
conversation, συζήτηση
realize, αντιλαμβάνομαι, αναγνωρίζω
stranger, άγνωστος
redial, ξανακαλώ, ξαναπαίρνω αριθμό τηλεφώνου
correctly, σωστά
be mixed, ανακατεύομαι, μπερδεύομαι
talk on the phone, μιλώ στο τηλέφωνο
in the queue, στην ουρά, στη σειρά



Specialists on call

The telephone has not been exploited as a selling tool by the marketing fraternity, to the same extent as the direct mail, in part at least, because it is more difficult to control. It also requires more skill than many expect. When used sensitively, the phone can be a potent sales tool. It can cut the cost of the existing customer and potential customer alike, and save valuable time by cancelling journeys that will not result in new business.

A point to emphasise is that a particular advantage of telephone marketing over other forms of direct promotion is that it is easily monitored, and can, therefore, be readily refined on the basis of feedback during the course of a campaign.

It is important to recognise, however, that telephone marketing must not be seen as an alternative to direct mail. "A call can be followed up with more details in a letter".

The phone can be used as a means to help you to achieve broader marketing objectives than just shifting products. It can be used if and when you want to keep in touch with customers, to ensure they were happy with the service being offered, to iron out problems quickly, and to ensure that satisfied customers have stayed with the company.

Telephone marketing is a bold step to take because you're often taking people from a passive role to a more aggressive stance. And that takes time to work.

A. Questions

1. Why hasn't the telephone been exploited as a selling tool by the marketing fraternity?
2. What does it require?
3. How can it be useful?
4. In what way can it save time?
5. Which is the particular advantage of telephone marketing over other forms of direct promotion?
6. Can a telephone call substitute a letter?
7. What can businessmen use the telephone for?
8. What is "telephone marketing" thought to be?

B. Exercises

1. Write the correct form of the adjectives.

Positive	Comparative	Superlative
a.	more difficult
b. new
c. important
d.	broader
e. many

2. Rewrite the sentences (using the new beginnings) without changing their meaning.

- a. It requires more skill than many expect.
More skill
- b. We easily monitor the telephone.
The telephone
- c. We must not see telephone marketing as an alternative to direct mail.
Telephone marketing
- d. People can use the phone to iron out problems.
The phone

3. Complete each sentence with a word formed from the word in capitals.

- a. The phone can save time. VALUE
- b. Everybody admired the painting and said that the artist was very SKILL
- c. The of the government were really admirable. ACHIEVE.
- d. The phone can be used to achieve broader marketing OBJECT
- e. The phone can be used if you want to keep in touch with CUSTOM

4. Fill in the blanks with the missing prepositions and write the suitable form of the verbs in brackets.

- a. The telephone (not exploit) fully as a selling tool the market fraternity yet.
- b. When (use) sensitively, the phone can (be) a helpful device.

- c. The phone can save valuable time (cancel) journeys that (not result) new business.
- d. A point (emphasise) is that an advantage telephone marketing other forms direct promotion is that it easily (monitor).
- e. It can also readily (refine) the basis feedback during the course a campaign.
- f. A call, of course, can (follow) more detail a letter.
- g. A phone can (use) keep touch customers and (ensure) that they (be) happy the service (offer).
- h. Telephone marketing (take) people a passive role a more aggressive attitude.

5. Match the following so as to form fifteen pairs of synonyms.

- | | |
|------------------|--|
| a. exploit | 1. cleverly; skillfully |
| b. extent | 2. handle; tackle |
| c. require | 3. information given |
| d. sensitively | 4. solve |
| e. potent | 5. amount; degree |
| f. potential | 6. attitude |
| g. cancel | 7. need; demand |
| h. monitor | 8. instantly; quickly |
| i. readily | 9. powerful; strong |
| j. refine | 10. contact |
| k. feedback | 11. possible; probable |
| l. shifting | 12. promoting |
| m. keep in touch | 13. improve |
| n. iron out | 14. call off |
| o. stance | 15. use or develop fully so as to get profit |

Vocabulary

specialists on call, ειδικοί στην τηλεφωνική επικοινωνία

exploit, εκμεταλλεύομαι, αξιοποιώ

selling tool, όργανο/εργαλείο πωλήσεων

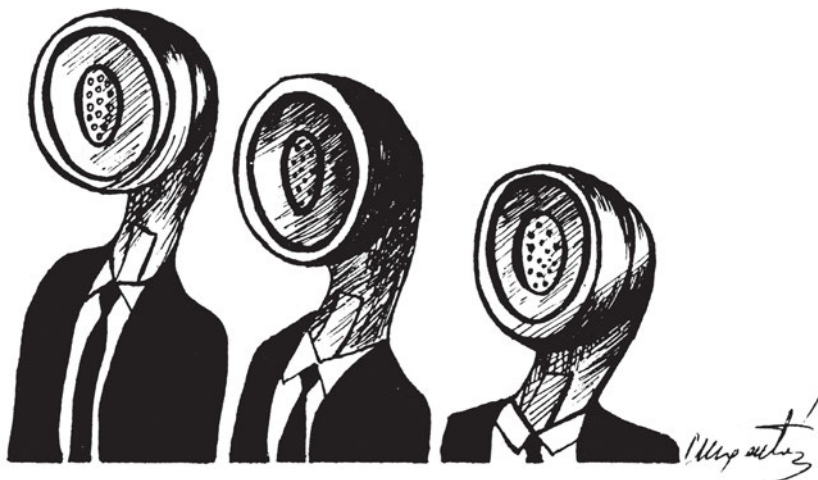
marketing fraternity, σωματείο/οργάνωση επιχειρηματιών

to the same extent, στον ίδιο βαθμό/ έκταση

direct mail, άμεση διαφημιστική ενημέρωση

με αλληλογραφία
in part, εν μέρει
control, χειρίζομαι, χρησιμοποιώ
require, απαιτώ
skill, επιδεξιότητα, ικανότητα
expect, πιστεύω, νομίζω, προσδοκώ
sensitively, με εξυπνάδα, με ευαισθησία
potent, δυναμικός, ισχυρός
cut the cost, μειώνω το κόστος, περικόπτω
 τα έξοδα
exist, υπάρχω
customer, πελάτης
potential, πιθανός, υποψήφιος, δυνατός, που
 μπορεί να γίνει
alike, εξίσου
save time, κερδίζω χρόνο
valuable, πολύτιμος
cancel, ακυρώνω
journey, ταξίδι
result in, καταλήγω σε, έχω σαν αποτέλεσμα
point, σημείο
emphasise, τονίζω, δίνω έμφαση
particular, ιδιαίτερος, μοναδικός
advantage, πλεονέκτημα
telephone marketing, προώθηση/διαφήμιση
 προϊόντος μέσω τηλεφώνου
form, τρόπος, μέσον
promotion, προώθηση
monitor, χειρίζομαι
readily, αμέσως
be refined, βελτιώνομαι

on the basis, με βάση, βάσει (του/της)
feedback, πληροφορίες
course, πορεία, εξέλιξη
campaign, καμπάνια, διαφημιστική εκστρα-
 τεία
recognise, αναγνωρίζω, παραδέχομαι
marketing, τεχνική εμπορίας, εμπορική συ-
 ναλλαγή
alternative, εναλλακτική λύση, υποκατάστατο
be followed up, ακολουθούμαι
detail, λεπτομέρεια
achieve, επιτυγχάνω, κατορθώνω
broad, ευρύς
means, μέσον
objective, αντικειμενικός σκοπός, στόχος
shift, προωθώ
product, προϊόν
keep in touch, έρχομαι σ' επαφή, επικοινωνώ
ensure, επιβεβαιώνω, εξασφαλίζω
service, εξυπηρέτηση
offer, προσφέρω
iron out, εξομαλύνω, επιλύω, εξαλείφω
satisfied, ικανοποιημένος
stay with the company, παραμένω πιστός
 στην εταιρεία
bold, τολμηρός
step, βήμα
passive role, παθητικός ρόλος
aggressive stance, επιθετική θέση/στάση
it takes time to work, απαιτεί χρόνο για να
 φέρει αποτελέσματα/να αποδώσει καρπούς



Taking a message

John Knox wants to speak to Mr Gilford of GMS Ltd. Jean, the receptionist of GMS Ltd, is answering his telephone call on the switchboard. Jackie is Mr Gilford's secretary. Here is an actual telephone conversation between them.

- Jean** : Good morning, GMS Ltd.
- John Knox** : Good morning. I'd like you to put me through to the Sales Department.
- Jean** : One moment, please.
(She is ringing the Sales Department's extension but the line is busy.)
Will you hold on? The line is busy.
- John Knox** : OK, I'm waiting.
(In a few seconds another voice is answering the telephone.)
- Jackie** : Hello! Sales.
- John Knox** : Hello. Can I speak to Mr Gilford please?
- Jackie** : I'm afraid he'll be out all morning. He'll probably be back at 12.30. I'm his secretary. Can I take a message?
- John Knox** : Yes. John Knox of the ABC Electronics speaking. Could you ask Mr Gilford to ring me back urgently please? It's about the last month's microcomputers order. We haven't received them yet. Although Mr Gilford told me last week he'd inform me about it, I haven't heard from him. We need the order urgently 'cause we're running out of stock. I'm afraid we'll go to another firm if you don't take immediate action.
- Jackie** : Well, I'll certainly pass your message on to Mr Gilford. I'm sure he'll ring you back as soon as he comes. Has he got your number?
- John Knox** : Of course, he's got it but it would be a good idea if you wrote it down again. Six seven nine five nine four six.
- Jackie** : All right. That's Mr John Knox of the ABC Electronics. Telephone number; six seven nine five nine six four.
- John Knox** : No. Nine four six.
- Jackie** : Sorry. Nine four six. May I have your extension number?
- John Knox** : There isn't one. That's my personal number.
- Jackie** : Thanks Mr Knox. I'll pass the information on to Mr Gilford as soon as he comes.
- John Knox** : Thank you. Goodbye.
- Jackie** : Bye, Mr Knox.

This is the message form Jackie completed for Mr Gilford.

MESSAGE FOR	
..... Mr Gilford	
WHILE YOU WERE OUT	
Mr.....	John Knox
of.....	ABC Electronics
Telephone no	6795964
Telephoned	✓
Called to see you	
Wants to see you	
Please ring	✓
Will call again	
Urgent	✓
Message: Mr Knox called and wants you to ring him back urgently about the microcomputers order which he hasn't received. He said he will place the order with another firm if you don't ring him as soon as you come back.	
Date: 15th March	Time: 9.45
Received by: Jackie Fog	

A. Questions

1. Is Jean Mr Gilford's secretary? If no, what does she do?
2. To which department does Mr Knox want Jean to put him through?
3. What does someone do when the extension line is busy?
4. What does Jackie have to do when Mr Gilford is out and someone calls him?
5. What will Mr Knox's Company do if GMS don't take immediate action for the delayed order?
6. How do you read a telephone number?

B. Exercises

1. Fill in the blanks with the suitable words.

- a. He wants to speak Mr Gilford.
- b. She is answering the telephone calls the switchboard.

- c. Would you please put me to the Sales Department?
- d. The line is busy. Will you hold?
- e. I haven't heard him for a long time.
- f. They have to order some microcomputers urgently because they are running stock.

2. Rewrite the sentences using the new prompts.

- a. "It's about last month's order."
John said
- b. "We haven't received them yet."
He added that
- c. "I will go to another firm if you don't take immediate action."
Their customer warned them that
- d. "May I have your extension number?"
She wanted to know
- e. "Mrs Fog called and wants you to ring her back."
Maria informed her manager that

3. Which adverbs derive from the following adjectives?

- a. actual
- b. busy
- c. probable
- d. urgent
- e. immediate
- f. certain
- g. personal
- h. complete
- i. sure
- j. suitable

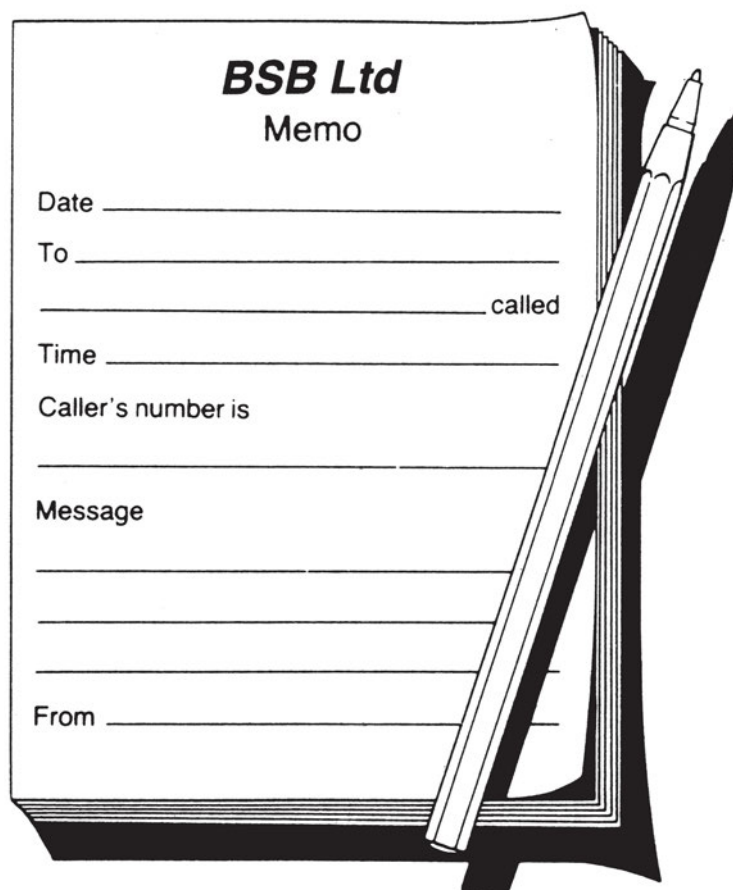
4. Use the following expressions in sentences of your own, so that their meaning is clear: answer a telephone call on the switchboard, put someone through, take a message, hear from someone, run out of stock, pass the information to (someone).

5. It was about 11 o'clock on Friday Morning on May, 5th. Mr Harvey of NBA called Mr Austin, the Sales Manager of BSB, but he was out.

Ann Petersen, Mr Austin's secretary, answered the telephone. Mr Harvey told her he had seen the BSB's advertisement showing their flannels' quality and would like to ask him some details about it.

He said he would be obliged if Mr Austin called him back to fix a visit to the BSB warehouses where he could choose some pieces of flannels.

Fill in the message form using the information given.



BSB Ltd
Memo

Date _____

To _____
_____ called

Time _____

Caller's number is

Message

From _____



Listen and answer

1. Why is Maria ringing up the A.B.E. company?
2. What is the surname of the general manager at A.B.E.?
3. Did Mr Brown answer the telephone in his office?
4. Who answered the telephone in Mr Brown's office?
5. Was Mr Brown there at that moment?
6. Did Mr Brown's secretary take a message for Mr Brown to ring Maria back, or did she fix an appointment for another day?
7. Did they arrange the appointment for next Friday? Why?
8. When did they fix the appointment for?

Vocabulary

message, μήνυμα

receptionist, ο υπάλληλος υποδοχής, αυτός που υποδέχεται

call, κλήση, τηλεφωνώ, καλώ

switchboard, ταμπλό/πίνακας τηλεφωνικού κέντρου

actual, πραγματικός

conversation, συνομιλία

put (someone) through (to), συνδέω (κάποιον) στο τηλέφωνο (με)

sales department, τμήμα πωλήσεων

ring, τηλεφωνώ

extension (number), εσωτερική γραμμή τηλεφώνου

hold on, περιμένω (στο τηλέφωνο)

voice, φωνή

take a message, κρατώ/παιρνω μήνυμα/ σημείωμα

urgently, επείγοντως

microcomputer, μικροϋπολογιστής

order, παραγγελία

receive, (παρα)λαμβάνω, παίρνω

hear from (someone), έχω νέα από (κάποιον)

run out of (something), μου τελειώνει/εξαντλείται (κάτι)

stock, απόθεμα, στοκ εμπορευμάτων

take immediate action, λαμβάνω άμεσα μέτρα, ενεργώ αμέσως

pass (something) on to someone, προωθώ/μεταβιβάζω (κάτι) (χέρι με χέρι) σε άλλον

personal message form, προσωπικό έντυπο για σημειώσεις, σημείωμα

urgent, επείγων, -ουσα, -ον

place an order with (someone), δίνω παραγγελία σε (κάποιον)

Body language

The posed photographs of people give strange and unattractive signals. The photographs themselves are a first class job. They are the subject's self-presentation and they indicate attitudes which the subjects do not really wish to convey.

Many people have folded arms or crossed legs. These positions are regarded as defensive and non-communicative. Verbally, these can be translated as saying "Keep off!" or "I'm admitting nothing" or "You won't put anything over on me". The hedgehog syndrome.



Defensive...



... non-communicative



... hardly courteous

Some of the posers are cutting down their communication aids by diving hands into trousers' pockets. Hardly courteous, supposedly casual and relaxed, but only half-communicative on a shallow basis.

Well, do your own poses belong to one or even the three of the above mentioned ones? If so, don't deny the signals they convey. Simply try to avoid standing or sitting in such a way because your future boss wouldn't rely on a promise from such a person.

A. Questions

1. Do posed photographs always give attractive signals?
2. What do they indicate?
3. Which positions are regarded as defensive and non-communicative?
4. What does diving hands into trousers' pockets indicate?
5. Why should you avoid sitting or standing in the ways mentioned in the above text?

B. Exercises

1. Give the opposites of the following:

- | | |
|-----------------|--------------|
| a. unattractive | d. keep off |
| b. convey | e. cut down |
| c. defensive | f. courteous |

2. “Avoid standing or sitting in such a way”.

Form some similar sentences of your own using “avoid+gerund”.

3. Find the words in the text which mean the following:

- a. show; imply; denote
- b. viewpoints; points of view; aspects
- c. express; reveal
- d. considered
- e. not willing to talk; restrained
- f. showing or feeling little interest
- g. free from worry; easy in manner
- h. refuse to accept (as a fact)
- i. employer
- j. depend on

4. Fill in the blanks with the infinitive or the -ing form of the verbs in the brackets.

- a. Poses of people sometimes indicate attitudes which the subjects do not wish (convey).
- b. She is regarded as (be) defensive and non-communicative.
- c. He admitted (pretend) (be) casual and relaxed.
- d. I warned her (avoid) (sit) the way she does, when her boss is present.
- e. He refused (give) me a straight answer.
- f. People’s poses help us (understand) some basic things about their character.

5. Discuss:

Refer to some other positions indicating the people’s character or mood.

Vocabulary

body language, γλώσσα του σώματος

pose, ποζάρω, πόζα, στάση

unattractive, μη ελκυστικός

signal, σημάδι, μήνυμα, ένδειξη

first class, πρώτης τάξης, άριστος

subject, υποκείμενο, άτομο

self-presentation, αυτοπαρουσίαση

indicate, δηλώνω

attitude, θέση, άποψη, στάση (ως προς τη ζωή)

convey, μεταδίδω, εκφράζω, φανερώνω

fold, διπλώνω

folded arms, σταυρωμένα χέρια

cross, σταυρώνω

crossed legs, σταυροπόδι

position, στάση, θέση

regard, θεωρώ

defensive, αμυνόμενος, ευρισκόμενος σε άμυνα

non-communicative, συγκρατημένος, μη διαχυτικός

verbally, προφορικά, αυτολεξεί, κατά λέξη

translate, μεταφράζω

keep off, κρατιέμαι μακριά

admit, παραδέχομαι

you won't put anything over on me, δεν μου τη σκας, δεν τα χάφτω εγώ αυτά, δεν με εξαπατάς

hedgehog, σκαντζόχοιρος

syndrome, σύνδρομο

poser, αυτός που ποζάρει, μοντέλο

cut down, περιορίζω, ελαττώνω

communication, επικοινωνία

aid, βοήθημα, βοηθητικό μέσον

dive, βουτώ

hardly, μετά βίας, σχεδόν καθόλου

courteous, ευγενικός, αβρός

supposedly, δήθεν, τάχα

casual, τυχαίος, άνετος

relaxed, ήρεμος, χαλαρωμένος

shallow, ρηχός

basis, βάση

belong to, ανήκω σε

mention, σημειώνω, αναφέρω

deny, αρνούμαι

avoid, αποφεύγω

rely on, βασίζομαι σε

promise, υπόσχεση

Recorded messages



Most companies have established a short break for their personnel to have lunch. But what about messages during the lunchtime? Who takes them, when nobody is in the office to answer the telephone?

Recorded messages on answerphones are usually the best answer to this problem, on condition that the caller has dialled the personal telephone number of the person he wants to speak to, or that the switchboard operator is in the telephone exchange to put him through to the proper extension number.

You're going to listen to a recorded message on Mr Gilford's answer- phone, while he is in a meeting and his secretary is out for lunch.



Activity 1

Note down the following details while you are listening to the cassette for the first time:

- a. Gilford's job:
- b. Name of the caller:

- c. Estimated date of the cargo's delivery:
- d. Departure port:
- e. Arrival port:
- f. Name of the vessel:
- g. The vessel's nationality:
- h. Owner of the vessel:

Activity 2

Now listen to the cassette again and answer the following:

- a. What phrases does Gilford use to introduce himself?
- b. Does he explain the reason for his absence?
- c. Does he thank the caller?
- d. What reasons does Peter Stephens give for his call?
- e. Will he call back or does he want Gilford to call him?

Exercises

1. Choose words from the following two lists to form compound words.

tele-	phone
answer	board
switch	phone
micro	in
with	computer

**2. Underline the mistakes in the following sentences, and rewrite them correctly, e.g. I'll call you as soon as I will be back.
I'll call you as soon as I am back**

- a. Who takes them when there isn't nobody in the office?
- b. You are going to listening to the cassette.
- c. This is Tom Gilford speaks.
- d. Please leave your name after you hearing the signal.
- e. Thank you for call.
- f. The estimation date of arrival is 23rd March.
- g. The ship sails with a greek flag.

3. Match the following so as to make ten pairs of opposites.

- | | |
|----------------|-------------------------|
| a. short | 1. arrival |
| b. take | 2. yesterday |
| c. best answer | 3. give; offer |
| d. proper | 4. unsuitable; improper |
| e. delivery | 5. long |
| f. departure | 6. before |
| g. after | 7. worst question |
| h. export | 8. despatch; shipment |
| i. tomorrow | 9. (drop the) anchor |
| j. sail | 10. import |

4. Fill in the blanks in the following table:

	Verb	Noun
a.	establish
b.	answer
c.	call
d.	operator
e.	extension
f.	arrive
g.	owner
h.	delivery
i.	export
j.	despatch

Vocabulary

record, καταγράψω, εγγράφω

message, μήνυμα

establish, καθιερώνω

answerphone, (αυτόματος) τηλεφωνητής

on condition that, με τον όρο/την προϋπόθεση ότι

dial, παίρνω/σχηματίζω αριθμό τηλεφώνου

switchboard, πίνακας/ταμπλό (τηλεφωνικού κέντρου)

telephone exchange, τηλεφωνικό κέντρο

extension number, εσωτερικός αριθμός (τηλεφώνου)

delivery, παράδοση

microcomputer, μικροϋπολογιστής

delay, καθυστέρηση

cargo, φορτίο (πλοίου)

despatch/dispatch, αποστέλλω, αποστολή

estimate, υπολογίζω

schedule, πρόγραμμα, χρονοδιάγραμμα

vessel, σκάφος, πλοίο

sail, αποπλέω

flag, σημαία

freighter, φορτηγό πλοίο, ναυλωτής/επιχειρηματίας φορτηγών πλοίων

The Telex - A necessary aid to business world



Although the Fax is an up-to-date and widespread device in our life, the telex remains a most useful tool in the business world for the following reasons:

It is cheap.

It is fast.

It is accurate.

It is effective.

It sends messages everywhere in no time.

A telex machine works as a telephone and a typewriter. You dial a number and... here you are in your correspondent's telex line. Then you type your message on your machine and it appears on your correspondent's machine immediately, even though his telex is on the other side of the globe.

A. Questions

1. Mention three reasons why a telex is necessary in business.
2. Is it true that a telex takes much time to send a message?
3. Have you ever seen a telex? If yes, describe how it works.
4. Do you know any similar devices? What common features do they have with the telex?

B. Exercises

1. Complete the sentences with the appropriate word.

- a. The telex is an essential to business world.
- b. It sends in no time.
- c. It works as a telephone and a
- d. When you type your message on your machine, it on your correspondent's machine.

2. Find the word in the text which means the same as the following:

- | | |
|------------------|---|
| a. help | e. a person who has regular business relations with you |
| b. not expensive | or with whom you exchange letters, telephone calls etc |
| c. efficient | f. world |
| d. at once | |

3. Match the following words so as to make six pairs of antonyms.

- | | |
|---------------|----------------------------|
| a. cheap | 1. inaccurate; not precise |
| b. fast | 2. expensive |
| c. accurate | 3. slow |
| d. effective | 4. ineffective; useless |
| e. everywhere | 5. disappear; vanish |
| f. appear | 6. nowhere |

4. Write at least one noun deriving from the following words:

- | | |
|--------------|------------------|
| a. cheap | 1. machine |
| b. fast | 2. telephone |
| c. accurate | 3. correspondent |
| d. effective | 4. appear |
| e. send | 5. immediate |

5. Apart from the telex, which other piece of office equipment do you find extremely useful? Describe its features and explain its function.

Vocabulary

telex, τέλεξ, τηλετύπο

necessary, αναγκαίος

aid, βοήθεια, βοήθημα

accurate, ακριβής

effective, αποτελεσματικός

message, μήνυμα

in no time, αμέσως, σε χρόνο μηδέν

machine, μηχανήμα, μηχανή, συσκευή

work, λειτουργώ, εργάζομαι

typewriter, γραφομηχανή

dial (a number), σχηματίζω αριθμό (σε καντράν τηλεφώνου, τέλεξ κ.λπ.)

correspondent, παραλήπτης μηνύματος, ανταποκριτής

type, δακτυλογραφώ

immediately, αμέσως

even if, ακόμα και αν

side, άκρη, πλευρά

globe, γη, υδρόγειος

“We think, therefore we are RAFAX”



*What could a “thinking” Rafax
do for your business?*

**There’s one important difference between old
facsimile and the new RAFAX range.**

The new generation of RAFAX thinks for itself.

For instance, the highly featured but inexpensive RAFAX 17 can transmit and receive unattended - day or night - seven days a week.

The RAFAX 22 can transmit A3 documents and photographs, while the advanced RAFAX 27’s memory enables it to store and transmit automatically to up to 100 different locations. All the range are G3 machines and will adjust speed for the sharpest transmission of pictures or texts. They also check their own security and monitor their own performance.

If it’s your job to think about your company’s communications, think about RAFAX now. Because the new range of RAFAX machines gives you a real edge in business competitiveness. Contact with customers, branches, key suppliers is quicker, clearer, more accurate than ever before.

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To: RAF Business Systems (Europe) Ltd., Facsimile Sales Department,
2 West Road, London WS18 EA Or call: Joan Lim on 01-2685001

Name:
Position:
Company:

Address:
Phone:

*Please tell me everything that RAFAX can do for my business. Send me your RAFAX
brochure. Arrange a free demonstration in my office.*

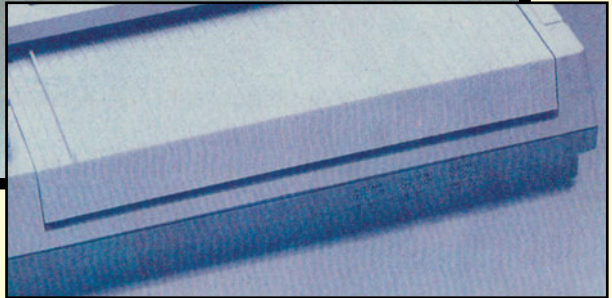
A FAX



A PHONE



A COPIER



YOU'VE GOT IT IN ONE

A. Questions

1. What is the important difference between the old facsimile and the new RAFAX range?
2. What can RAFAX 17 do?
3. What sort of documents can RAFAX 22 transmit?
4. What is the high technology advantage of RAFAX 27?
5. How does contact with customers, branches and suppliers turn out to be if a company has established a RAFAX machine?

B. Exercises

1. **Mrs Barbara Barclay is the Sales Manager in “CCK” Company, which is situated in Piraeus, 17 Kanari st. Her company’s telephone number is 41778910-9 and she wants to arrange a free demonstration in her office. How does she fill in the RAFAX coupon?**

2. Multiple choice

- a. The RAFAX 17
 - 1) memorises and transmits B4 documents, 2) transmits and receives unattended, 3) transmits to 100 different locations.
- b. The RAFAX 22
 - 1) transmits only photographs, 2) transmits unattended only, 3) transmits A3 documents and photographs.
- c. By using the RAFAX machines your contact with customers becomes
 - 1) slower, 2) endless, 3) quicker.
- d. The RAFAX 27
 - 1) stores only 2) stores and transmits automatically, 3) receives only.

3. Based on the text fill in the following gaps:

- a. The highly featured but RAFAX 17 can and receive unattended.
- b. RAFAX 27’s memory enables it to and transmit to up to 100 locations.
- c. The machines also check their own security and their own performance.
- d. The new of RAFAX machines gives you a real edge competitiveness.

4. Match the following:

- | | |
|------------------|--|
| a. facsimile | 1. send or pass from one person, place or thing to another |
| b. range | 2. (a machine which produces) exact copies or reproductions of writing, printing, pictures, etc. |
| c. transmit | 3. a paper that gives information, proof or support of sth. |
| d. unattended | 4. a set of different objects of the same kind |
| e. document | 5. clear in detail; accurate |
| f. adjust | 6. check or watch the function of a machine, device, etc. |
| g. sharp | 7. alone, without people present or in charge |
| h. monitor (v.) | 8. change slightly, esp. to make suitable for a particular job or new conditions |
| i. performance | 9. the show/display (of a product) |
| j. demonstration | 10. (of people or machines) the ability to do something, esp. needing skill; function |

5. Complete the following table:

NOUNS	ADJECTIVES
.....	important
difference
speed
security
communication
.....	real
competitiveness
.....	quick
.....	clear
.....	accurate
detail
.....	free

Vocabulary

therefore, επομένως
transmit, μεταδίδω, μεταβιβάζω
receive, παίρνω/λαμβάνω (μήνυμα)
unattended, χωρίς παρακολούθηση

documents, έγγραφα
memorise, απομνημονεύω
location, τοποθεσία, περιοχή
business, επιχείρηση

facsimile, μηχάνημα ανατύπωσης και μετάδοσης πανομοιότυπων και ραδιοτηλεφωνογραφιών, τηλεομοιοτυπία
range, σειρά (είδους)
generation, γενιά
it thinks for itself, σκέφτεται από μόνο του
for instance, για παράδειγμα
highly featured, με χαρακτηριστικά υψηλής ποιότητας
inexpensive, με χαμηλό κόστος, χωρίς να είναι ακριβός
advanced, προηγμένης τεχνολογίας, προχωρημένος
memory, μνήμη
enable, παρέχω/δίνω την δυνατότητα
store, αποθηκεύω, κρατώ στη μνήμη
automatically, αυτόματα
adjust, ρυθμίζω
speed, ταχύτητα
sharp, ακριβής, καθαρός, διαυγής
transmission, μετάδοση, μεταβίβαση
text, κείμενο

check, ελέγχω
security, ασφάλεια
monitor, παρακολουθώ, επιμελούμαι
performance, λειτουργία, απόδοση
communication, επικοινωνία
edge, λύση, άκρη
competitiveness, ανταγωνιστικότητα
contact, επαφή
customer, πελάτης
branch, υποκατάστημα
key supplier, σημαντικός προμηθευτής
accurate, ακριβής
coupon, κουπόνι
further, παραπάνω, περαιτέρω
corporation, σωματείο, εταιρεία, σύλλογος
Sales Department, τμήμα πωλήσεων
call, καλώ, τηλεφωνώ
position, θέση, πόστο
brochure, διαφημιστικό φυλλάδιο
arrange, κανονίζω
demonstration, επίδειξη



... by means of all these genius machines, it's only a matter of seconds for your messages to cover long distances from the one end of the earth to the other.

Tele-communications in our life



Gregory Thomas, the manager of a big insurance company, is about to leave his office after a hard-working day. His secretary has just asked him to stay for a while, because Mrs Papas, an old friend of the family, is on the line for him. Mrs Papas explains to Gregory that she couldn't get through to him earlier, because the first time she tried to call him from a phone box in the street, the machine was out of order. She then tried to use a pay phone in a cafe, but the telephone operator in the telephone exchange told her that all the extensions in the company were engaged. Now, she says, she is speaking through a cardphone, but she is afraid that she has to hang up soon, because she's running out of credits. Gregory is relieved to know that the call will soon be over, because his nine-year-old son, Paul, is waiting for him in the reception room. Some minutes later, while driving home, Paul notices some new kiosks on the pavements along the street.

Paul : Dad, what are all these little kiosks along the street?

Gregory : Oh, they are cardphone kiosks, son.

Paul : What is a cardphone, dad?

Gregory : It's a phone for the public which works with the use of a phonecard.

- Paul** : Is it something like the pay phone in the fast-food shops or at the cinemas?
- Gregory** : Well, you insert a card in the slot instead of putting coins in.
- Paul** : Where can you buy those cards from?
- Gregory** : I suppose from one of the newspaper kiosks, or elsewhere. I think they are also available in the branches of the Telecommunications Organization in our country. In England, where I often travel, you can get your phonecards from many newsagents' shops, post offices, stations, garages and other places.
- Paul** : How much do you pay for them?
- Gregory** : It depends. They cost 1,800, 6,000 and 10,000 drachmas. The higher value phonecard you buy, the more telephone calls you can make.
- Paul** : How can someone use a phonecard?
- Gregory** : Advice on how to use your phonecard is on the phonecard kiosk notice.
- Paul** : Can you make long distance calls with a phonecard?
- Gregory** : Of course, you can. But remember. You have to dial the code number of the other town or country first.
- Paul** : And what if I don't remember it?
- Gregory** : You can look it up on the first pages in a telephone directory or in the Yellow Pages.
- Paul** : Are all people's telephone numbers listed in the phone book?
- Gregory** : No, some people want to keep their phone numbers out of the public telephone directory. They are called ex-directory numbers.
- Paul** : Aha, that's why I couldn't find aunt Elli's phone number in the phone book, the other day.
- Gregory** : What did you want aunt Elli for?
- Paul** : I wanted to ask her if mum was there. I'd like to visit her, and play with my cousins. I also wanted to see their new phone. It's a portable cellphone, you know.... Mum told me.
- Gregory** : Oh, yeah, it's a mobile telephone and works by radio.
- Paul** : Are we going to buy a mobile phone too, dad?
- Gregory** : Oh, son. It costs a lot, and each call is charged according to the time of speaking. It's very useful, of course, because you can carry it anywhere you go. However, for the time being, we can manage with the cordless telephone we have at home.

A. Questions

1. What happened the first time Mrs Papas tried to call Gregory from a phone box in the street?

2. What did the telephone operator in the telephone exchange tell Mrs Papas, when she tried to use a pay phone in a cafe?
3. Why does she have to hang up soon?
4. Who is waiting for Gregory at the reception room of the company?
5. What is a cardphone?
6. Where can someone buy phonecards from?
7. How much do we pay for them in our country?
8. What do you have to remember when you want to make a long distance call?
9. Where can you find a town's or country's code number if you don't know it?
10. What do we call "exdirectory" numbers?
11. How does a mobile phone work?
12. How is each call made on a mobile phone charged?

B. Exercises

1. Find the words or phrases in the text which mean the following:

- a. waits to speak to sb. on the phone
- b. reach someone by telephone
- c. was not working
- d. coin-operated phone
- e. a place where telephone connections are made
- f. telephone lines which connect the switchboard to various rooms or offices in a large building
- g. having no more of
- h. will finish
- i. put sth. inside (something else)
- j. telephone box/kiosk
- k. shops selling newspapers and magazines
- l. telephone calls to or from a distant point
- m. a book containing an alphabetical list of the names of all people in an area who own a telephone, with their telephone numbers and addresses
- n. unlisted

2. Find the words in the text which have an opposite meaning to the following:

- | | | | |
|--------------|----------|------------|------------|
| a. small | d. later | g. private | j. useless |
| b. arrive at | e. start | h. lower | |
| c. new | f. large | i. nobody | |

3. Rewrite the following sentences using the prompts given:

- a. They are cardphone kiosks.
He explained that....
- b. Where can you buy those cards from?
He wanted to know....
- c. I paid a lot of money for them.
He said (that)....
- d. I'm thinking of buying a cellphone tomorrow.
She said (that)....
- e. The phone call will be over soon.
He was relieved to know that....
- f. We have made many phone calls lately.
He explained that...
- g. Are all people's telephone numbers listed in the phone book?
He wanted to know if....
- h. Put the card in the slot of the cardphone.
He told me....
- i. Don't put coins in the slot.
He told me...
- j. I'd like to visit them.
He said (that)....

4. Fill in the missing prepositions.

- a. She said she couldn't get through him earlier.
- b. The machine the phone box is order.
- c. She has to hang soon, because she's running credits.
- d. Paul is waiting his father the reception room.
- e. Some new kiosks are the pavements.
- f. A cardphone works the use of a phonecard.
- g. He's just inserted the card the slot of the machine.
- h. Where can you buy those cards?
- i. How much do you pay them?
- j. They are available many places.
- k. There is a notice with advice how to use your phonecard.
- l. If you don't remember a town's code number, you can look it on the first pages a telephone directory.
- m. What do you want her?
- n. Each call is charged according the time of speaking.

5. Choose the best answer.

e.g. Who is on the line? 1. Mrs Papas.

2. This is Mrs Papas. (*The correct answer is No 1*)

- | | |
|--|---|
| a. Where do you call from? | 1. From a telephone operator.
2. From a telephone box. |
| b. Please call me tomorrow. | 1. Yes, I will.
2. Yes, I do. |
| c. Don't forget to buy a phonecard. | 1. Yes, I do.
2. No, I won't. |
| d. The higher value phonecards you buy, the more telephone calls you can make. | 1. Yes, it is.
2. That's right. |
| e. Can you make long distance calls with a phonecard? | 1. Of course, you cannot.
2. Of course, you can. |
| f. A portable telephone works by radio. | 1. Doesn't it?
2. Isn't it? |

Vocabulary

tele-communications, τηλεπικοινωνίες

insurance, ασφάλεια

be on the line, περιμένω (σε τηλεφ. γραμμή)
για να μιλήσω με κάποιον

get through to sb, συνδέομαι με κάποιον
(στο τηλέφωνο)

phone box, τηλεφωνικός θάλαμος

be out of order, δεν λειτουργώ (για μηχανή-
μα)

pay phone, κερματοδέκτης (τηλ.)

telephone exchange, τηλεφωνικό κέντρο

extension (line), εσωτερική γραμμή τηλεφώ-
νου

be engaged, είμαι κατειλημμένος

cardphone, τηλέφωνο που λειτουργεί με κάρ-
τα, καρτοτηλέφωνο

hang up, κλείνω (τηλ. γραμμή)

run out of sth, μου τελειώνει κάτι

credit, πίστωση

relieve, ανακουφίζω

(telephone) kiosk, τηλεφωνικός θάλαμος

pavement, πεζοδρόμιο

phonecard, κάρτα τηλεφώνου, τηλεκάρτα

insert, εισάγω, ενθέτω

slot, σχισμή

kiosk, περίπτερο

newsagent, πράκτορας εφημερίδων

available, διαθέσιμος

branch, υποκατάστημα, παράρτημα

long distance call, υπεραστικό τηλεφώνημα

code (number), κωδικός αριθμός

look up, ψάχνω (σε ευρετήριο, λεξικό κ.λπ.)

telephone directory, τηλεφωνικός κατάλογος

Yellow Pages, Χρυσός Οδηγός

list, καταχωρώ

phone book, τηλεφωνικός κατάλογος

exdirectory number, αριθμός τηλεφώνου μη
καταχωρημένος σε τηλεφ. κατάλογο

portable, φορητός, κινητός

mobile, κινητός

cellphone, ψηφιακό τηλέφωνο

cordless, ασύρματος

Consolidation exercises

1. Match the following so as to form twenty pairs of synonyms.

- | | |
|---------------------------|---|
| a. call | 1. businessmen |
| b. communicate | 2. to be dealt quickly |
| c. urgent | 3. decisive |
| d. get in touch with | 4. a cleverly thought out instrument |
| e. colleague | 5. ring |
| f. professional people | 6. exchange information, news, etc. |
| g. crisp | 7. wait on the telephone |
| h. entirely | 8. fellow worker |
| i. device | 9. busy |
| j. hold on | 10. be in contact with |
| k. engaged (teleph. line) | 11. absolutely |
| l. mail | 12. improve |
| m. potential | 13. information passed from one person to another |
| n. refine | 14. existing in possibility |
| o. message | 15. letters received by post |
| p. hear from (sb) | 16. have no more of |
| q. run out of | 17. put into a timetable |
| r. rely on | 18. receive news from |
| s. schedule | 19. book or list of names |
| t. directory | 20. depend on |

2. Complete the following words:

- | | |
|-------------|--|
| a. e | n : telephone line which connects the switchboard to various offices |
| b. p | ly : suitably |
| c. f | m : company |
| d. c | r : a letter distributed to many people |
| e. d | a : facts; information |
| f. f | d : sector |
| g. c | l : very important |
| h. pr | n : bringing goods to public notice in order to increase sales |
| i. o | ve : target |

- j. m m : a note of something to be remembered
 k. r d : consider
 l. v l : ship
 m. f le : a machine which produces exact copies or reproductions of writing, pictures, etc.
 n. d n : the show/display of a product
 o. p e : that can be carried or moved

3. memorise, remind, remember: Use each verb at least once in the correct form to fill in the blanks in the following sentences:

Note: remind someone of something/to do something

remember + direct object *or* + gerund (meaning "have the memory of") *or* + infinitive (meaning "Don't forget")

- a. Do you the files the office boy bought last week? I think they are better than these ones.
 b. I driving home in the rain most times, last winter.
 c. Will you me to post this letter in the morning? I may forget it.
 d. Will you the speech, or will you read it at the conference?
 e. I have forgotten what he said. Will you me of it?
 f. to call him back. He said he wanted to tell you something important.

4. allow, leave, let: Use the verbs in their correct form to complete the blanks in the following sentences:

- a. Does your manager you smoke in the office?
 b. People are not to smoke in public places.
 c. They don't making noise in the hospital.
 d. him go. He isn't an important customer.
 e. Customers shouldn't be waiting for long before being served.
 f. Don't worry about the typing of this letter. it to me.
 g. Our schedule half an hour for a break.
 h. Although I needed an immediate answer, they a week go by, before answering the letter.

5. Match the following so as to make twenty pairs of antonyms.

- | | |
|-----------------|----------------|
| a. keep in mind | 1. unimportant |
| b. essential | 2. keep secret |
| c. receiver | 3. aim at |

- | | |
|--------------------|-----------------------|
| d. make known | 4. forget |
| e. avoid | 5. sender |
| f. contain | 6. end (in) |
| g. start off | 7. generally; totally |
| h. unattended | 8. defensive |
| i. in part | 9. leave out; exclude |
| j. save time | 10. guided |
| k. aggressive | 11. accept; admit |
| l. courteous | 12. keep close |
| m. deny | 13. operate; work |
| n. keep off | 14. lose time |
| o. effective | 15. rude |
| p. accurate | 16. not precise |
| q. security | 17. dial |
| r. be out of order | 18. immovable |
| s. hang up | 19. danger |
| t. portable | 20. useless |

6. ask, say, remark, explain, tell: Use each verb, at least once, in the correct form to fill in the blanks in the following sentences:

- He her to fill in an application.
- He that the meeting had been successful.
- He her to be polite to her colleagues.
- "..... him to wait for me. I'll be back in ten minutes", he to his secretary.
- Why did you that to him? It was supposed to be confidential.
- He the situation to his manager but he refused to accept his argument.
- "The reason why they dismissed him was that he had been an irresponsible person", he
- It was rude of you to upon her manners.
- I'm afraid I can't you the exact time of his arrival.
- He the whole programme to me, so that I could be prepared for the conference.

7. Fill in the blanks in the sentences with the following: hold on, cut off, look for, get in touch with, iron out, hear from, run out of, place an order with, cut down, out of order, fix a date, look up.

- The relations between management and staff were after the increase of salaries.

- b. I haven't him for a long time.
- c. - What are you doing there?
- I for my stapler.
- d. me, as soon as you receive my message.
- e. The manager's line is busy. Will you please?
- f. The line was while we were talking on the telephone.
- g. Their offer is a bargain. Let's them.
- h. The telex is Will you call the technician?
- i. It is difficult to for the next meeting as most managers will be abroad.
- j. The company had to the expenses after the recent government measures.
- k. Mr Smith's address in the customers directory.
- l. We have envelopes. Send the office boy to buy some.

8. What do you say in the following situations?

- a. You ask the operator to connect you with the sales department.....
- b. You ask the caller, if he/she can wait.
- c. You ask the secretary to transmit your information to her manager.
- d. Leave your name on the answerphone.....
- e. You want to change the date of an appointment.
- f. You call someone back.
- g. Say you are glad you have met someone.....
- h. Say you haven't quite understood somebody's surname.....
- i. You confirm the date of an appointment.....
- j. You offer to help someone.

9. Say whether the following statements are True or False.

- a. When you have to get in touch urgently with a company abroad, you send a telex or a fax.
- b. When you want to call your secretary into your office, you write a memo.
- c. The people you work with are your colleagues.
- d. If you are interested in a job, you apply for it.
- e. If the line is busy, you can't be put through to the person you want to talk to.
- f. The telephone can always replace a letter.
- g. The telephone can never be used by someone to achieve broader marketing objectives.
- h. A secretary can write down a message for her boss when he is out or away.
- i. If a message is urgent, it means you don't have to answer it immediately.
- j. If you have your arms folded, it usually means that you are the aggressive type of person.

10. Choose the correct item for each one of the following sentences:

- a. If you want to discuss something with a person who works in another company, you arrange
1. an interview, 2. an appointment, 3. a date
- b. Mrs Smith has applied for the secretarial in our company.
1. profession, 2. occupation, 3. position
- c. If you want several people to read a circular, you have it around.
1. distributed, 2. handled, 3. recorded
- d. If you want to make known or someone of something in the company you write a memo.
1. recall, 2. remember, 3. remind
- e. A good sales letter always ends up with a strong call to
1. act, 2. action, 3. activity
- f. He can't his boss to increase his salary.
1. persuade, 2. make, 3. allow
- g. A phone-call can turn out to be a very experience.
1. nervous, 2. exhausted, 3. irritating
- h. If you are calling somebody in a company and there is a(n) , it is easy for him to put you through.
1. caller, 2. operator, 3. manager
- i. While talking on the phone, you may be cut
1. through, 2. over, 3. off
- j. When you finish the you put the receiver down.
1. call, 2. telephone, 3. dialling
- k. Remember to be when talking over the phone.
1. industrious, 2. quick, 3. noisy
- l. You should keep in with customers, and make sure they are happy with the service being offered.
1. touch, 2. communication, 3. influence
- m. The phone can valuable time.
1. solve, 2. sell, 3. save
- n. She told him to ring her later.
1. over, 2. forwards, 3. back
- o. The telex works as a telephone and a
1. computer, 2. typewriter, 3. photocopier

11. Fill in the blanks with the right form of the verbs in the brackets.

- a. Most professional people have a remarkably simple way of (*check*) a direct mail letter.
- b. The technical details of the order were left to you (*check*) for accuracy.
- c. It's time he (*find*) a job and (*earn*) his own living.

- d. When a sales letter (*be*) two or three pages long, it (*consider*) (*be*) on the right lines.
- e. The deal or the offer should (*repeat*) in the postscript of the letter.
- f. He spoke on the phone so quickly that I quite (*not understand*) what he (*say*)
- g. He can't stand (*work*) long hours.
- h. Can't you persuade your boss (*increase*) your salary?
- i. He made me (*agree*) with his own terms.
- j. No matter how many new devices of communication (*appear*) , the telephone always (*remain*) a tool of primary importance.
- k. We can say that the three first steps of a phone-call are easy (*achieve*)
- l. While (*speak*) over the phone you can (cut) off.
- m. Don't forget (*be*) quick when (*talk*) on the phone, because there (*be*) others (*wait*) "in the queue" as well.
- n. It is important (*understand*) that telephone marketing must (*not see*) as an alternative to direct mail.
- o. "Could you (*ask*) him (*ring*) me urgently, please?" He said.
- p. "I (*pass*) your message on to Mr Brown and I'm sure he (*ring*) you as soon as he (*come*)" She answered.

12. Based on the texts of Unit 2, complete the following sentences

- a. If you want several people in your company to read a circular, you
- b. If you want to make something known to the staff of a company.....
- c. If you want to discuss a serious problem with some colleagues, you
- d. You write a memo, if.....
- e. It is possible to avoid serious mistakes while writing sales letters, if
- f. The two crucial parts of the sales letter are
- g. A good sales letter should come straight out
- h. The letter should also be.....
- i. When you want to make a phone-call, you lift the receiver,
- j. If the line is engaged, you put the
- k. If you are calling somebody in a company and there is an operator, it is easy for him or her
- l. You had better be quick while speaking.....
- m. When used cleverly, the phone can become a
- n. The phone can be used to achieve broader marketing objectives than.....
- o. The telex sends messages
- p. If you are interested in a company's products, you should

13. Rewrite the sentences using the prompts given.

- a. Will you please arrange an appointment with the manager for me?
She asked me politely
- b. They will interview me next week.
She said (*that*)
- c. I want to discuss a serious matter with you.
The general manager announced that
- d. The telephone will always be a tool of primary importance.
He mentioned that
- e. I'd like to be put through to the Sales Department.
She said (*that*)
- f. Can I speak to Mr Gilford, please?
She asked politely if
- g. May I have your extension number?
She asked me if
- h. We haven't received the new order yet.
The secretary explained that
- i. We got our phonecards from a newsagent's shop.
He informed me that
- j. Choose one of them.
She told me
- k. Don't be in a hurry.
He told me
- l. You should know the answer.
She said (*that*)

14. Rewrite the sentences without changing their meaning, using the prompts given.

- a. Tom sent postcards to his colleagues.
Postcards
- b. The secretary has distributed a circular to the staff.
A circular
- c. They will send the letters registered.
The letters
- d. Typists usually type letters everyday.
Letters
- e. The marketing fraternity have not exploited the telephone as a selling tool very much.
The telephone
- f. They must not see the telephone marketing as an alternative to the direct mail.
The telephone marketing

- g. They can use the phone to achieve broader marketing objectives.
The phone
- h. The company need the order urgently.
The order.....
- i. Many people regard folded arms or crossed legs as defensive and non-communicative positions.
Folded arms or crossed legs.....
- j. Most companies have established a short break for their personnel to have lunch.
A short break
- k. They use a telex machine as a telephone and a typewriter.
A telex machine.....
- l. The Telephone Company list the customers' phone numbers in the phone directory.
The customers' phone numbers.....

15. Write in the parenthesis the type of conditional of each sentence. Then, rewrite the sentences turning them into the other two types.

FIRST CONDITIONAL (*a possibility*)

If he knows her number, he will telephone her.

SECOND CONDITIONAL (*unlikely, unreal*)

If he knew her number, he would telephone her.

THIRD CONDITIONAL (*impossible because the opportunity has passed*)

If he had known her number, he would have telephoned her.

- a. If you have to discuss something with the manager, his secretary will arrange an appointment for you. (.....)
- b. He certainly won't give you permission to leave if you don't ask for it. (.....)
- c. If you were interested in the job, you would have to apply for it. (.....)
- d. If she had been experienced in this field, she wouldn't have made so many mistakes. (.....)
- e. If you don't take immediate action, they will go to another firm. (.....)
- f. If you had had folded arms or crossed legs, you would have been regarded as defensive and non-communicative. (.....)
- g. She could have bought more things, if she had had more money. (.....)
- h. She would work overtime only if the company raised her salary. (.....)
- i. If she doesn't hang up soon, she will run out of credits. (.....)
- j. If the manager was here, we would be able to deal with it. (.....)

16. Put the parts of the sentences in the correct order.

e.g.: (her car/every day/to work/she drives)

She drives her car to work everyday.

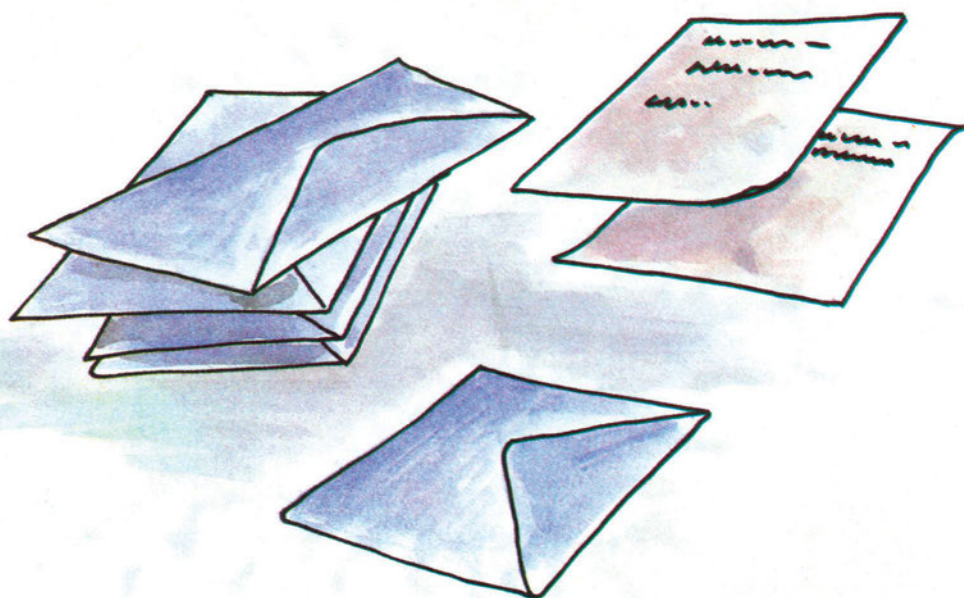
- a. (at the top of the page/ your name / please write)
.....
- b. (to the bank / every Friday / I go)
.....
- c. (if you want / you have to distribute it around / to read a circular / several people)
.....
- d. (you use the intercom / into your office / if you want to call your secretary)
.....
- e. (his name / after a few minutes / I remembered)
.....
- f. (at the office / all morning / she has been working)
.....
- g. (must be contained / the entire deal or offer / in the first few paragraphs)
.....
- h. (as soon as / I'm sure / he comes / he'll ring you)
.....
- i. (listen for the dialling tone / the three first steps for making a phone call / are / to lift the receiver / and finally dial the number)
.....
.....
- j. (yet / the microcomputers / we haven't received)
.....
- k. (recently / have you been / to the Post Office)
.....
- l. (for a few days / I'm going / next week / to London).

UNIT 3

Chapter	Function	Language work
1. Inquires	Dealing with structuring letters of inquiries - Listening	Memorising standard phrases and expressions for inquiries - Writing letters of inquiries - Completing gaps while listening
2. Offers - Replies to enquiries	Dealing with structuring letters of offers and replies to enquiries - Listening	Memorising standard phrases and expressions for offers and replies to enquiries - Writing letters of offers - Completing gaps while listening
3. Special offers - A circular and an inquiry from it	Dealing with structuring circulars and enquiries - Listening	Memorising standard phrases and expressions for circulars and inquiries from them - Writing circulars and replies to them - Completing gaps while listening
4. Orders	Dealing with structuring orders - Listening	Memorising standard phrases and expressions for orders - Writing orders - Completing gaps while listening
5. Acknowledgement and execution of orders - Proforma Invoice - Notifying payment of account	Dealing with structuring an acknowledgement and execution of orders - Listening	Completing pro-forma invoices - Memorising standard phrases and expressions for acknowledgement and execution of orders - Completing gaps while listening
6. Complaints	Dealing with letters of complaints - Listening	Memorising standard phrases for letters of complaints - Writing letters of complaints
7. Replies to complaints	Dealing with replies to letters of complaints - Listening	Memorising standard phrases and expressions for replying to complaints - Writing replies to complaints - Completing gaps while listening
8. Export trade	Describing a process - Giving information - Understanding terms, rules and regulations - Acquiring vocabulary - Referring to things and people	Giving abbreviations of specific phrases - Prepositions - Definite/ Indefinite article - Derivatives - Joining sentences using relative pronouns
9. Gathering information about export trade	Asking for and giving information - Acquiring vocabulary	Matching words with their definitions - Antonyms - Derivatives - Prepositions - Correcting mistakes
10. Export financing	Asking for and giving information - Acquiring vocabulary - Expressing purpose	Completing sentences with proper words - Multiple choice - Synonyms - Forming clauses of purpose
11. Customs; a complicated government machine	Explaining terms - Giving information - Defining jobs - Acquiring vocabulary - Referring to people, things and facts	Derivatives - Forming meaningful phrases - Identifying occupations with their definitions - Completing sentences with relative pronouns

Unit 3

Commercial correspondence and Exports



Inquiries

THE PEGASUS TRADING CO LTD
318, Hermes Street,
Athens 17412
GREECE

15th December, 1995

S.G. Brown & Co.
12, Newgate Road,
London EC3X
ENGLAND

Dear Sirs,

When your sales representative called here three months ago, he showed us your "Scotch Tweeds" quality. We didn't give him an order then, but told him that we might be interested later. As we have now enlarged our dress-goods department, we are considering the addition of new qualities to our stocks. Your "Scotch Tweeds" would fit in well.

Please supply us with a large cutting and patterns of the complete range of colours which are in production. If you give us a really competitive quotation we may place a substantial order.

However, if we decide to introduce your quality we want your assurance that you will not sell it to other firms in Athens.

We look forward to your early reply, and remain,

Yours Faithfully,
p.p. the PEGASUS Trading Co.
Ltd.,



George Plakas
Chief Buyer

Some standard phrases for inquiries

a. Appropriate opening lines

- Please kindly *supply (send)* us...
- We have an inquiry for....
- We are interested in...
- We have seen your advertisement in...
- We have been impressed by the selection of... that were displayed on your stand at the... Trade Fair...
- We should be *grateful (pleased, obliged)* if you (would) send us...
- We are writing to you...

b. The subject matter

- Could you *tell (inform)* us if...
- Please send us *patterns (samples)* of...
- We are interested in...
- Could you send us...
- Your advertisement in this week's issue of the "Economical Postman" states that you can offer...
- We would be grateful if you (would) let us have details...
- Could you offer us *qualities (articles, goods)* which *you can supply from stock (can be shipped)* within... weeks from receipt of order.

c. Terms, Instructions, Details, etc.

- If your *qualities (terms, prices)* are *competitive (satisfactory, attractive)* we shall *place (send you)* an *order (substantial/regular/trial order)*.
- We are also interested in your terms of payment and in discounts offered for regular purchases and large orders.
- If we place an order with you we will have to insist on prompt delivery.

d. Closing sentences

- An early reply will oblige.
- We would appreciate a prompt answer.
- We are looking forward to hearing from you (as soon as possible/by return).
- Your immediate attention will oblige.
- Since the season will soon be under way, we must ask you to reply by the end of this *week (month)*.
- We hope to *hear (have a reply)* from you shortly.

Activity

Choose among the “standard phrases for inquiries”, and add any ideas of yours, to write an inquiry to the “Sunlight Electric Co.”, which is situated in 16, Gordon st., Essex, asking for further details about a television set advertised in the “Time”.



Listen to the cassette and fill in the blanks.

Dear sirs,

We are a⁽¹⁾ computer⁽²⁾ in the centre of⁽³⁾
and would like to know⁽⁴⁾ about the⁽⁵⁾ disks you advertised
in this week's⁽⁶⁾ of the “Computer News”.

We would like to⁽⁷⁾ if the disks are leading⁽⁸⁾
names, or made by small⁽⁹⁾ companies. We would also
.....⁽¹⁰⁾ your⁽¹¹⁾ to send us some⁽¹²⁾,
so that we will be able to⁽¹³⁾ if they are of the⁽¹⁴⁾
we⁽¹⁵⁾. If so, we will⁽¹⁶⁾ a⁽¹⁷⁾ order. We would
also like to know if you⁽¹⁸⁾ any⁽¹⁹⁾⁽²⁰⁾.

Vocabulary

inquiry/enquiry, ζήτηση (πληροφοριών)

trading, εμπορικός

sales, πωλήσεις

sales representative, αντιπρόσωπος πωλήσεων

call, επισκέπτομαι

quality, ποιότητα, είδος

order, παραγγελία

enlarge, επεκτείνω

dress-goods, προϊόντα ένδυσης

department, τμήμα

consider, μελετώ, σκέπτομαι

addition, προσθήκη

stock, απόθεμα εμπορευμάτων, στοκ

fit (in), ταιριάζω

supply, εφοδιάζω, τροφοδοτώ

cutting, κομμάτι

pattern, δείγμα, υπόδειγμα

complete, πλήρης

range, σειρά (ειδών)

production, παραγωγή

be in production, παράγομαι, βρίσκομαι στην παραγωγή

competitive, ανταγωνιστικός, συναγωνισμός

quotation, τρέχουσα τιμή

place an order, κάνω/δίνω παραγγελία

substantial, ουσιαστικός, σημαντικός

decide, αποφασίζω

introduce, εισάγω

assurance, (επι)βεβαίωση

firm, εταιρία

look forward to, περιμένω ανυπόμονα να

early reply, άμεση (χωρίς καθυστέρηση) απάντηση

remain, παραμένω

Yours faithfully, Με τιμή, Υμέτερος (για επί-λογο επιστολών)

p.p. (per pro) α.α. (αντ' αυτού, αντί του)

chief buyer, προϊστάμενος πωλήσεων
standard, στάνταρ, τυποποιημένος
appropriate, κατάλληλος
opening lines, γραμμές προλόγου/αρχής
επιστολής
advertisement, διαφήμιση
impress, εντυπωσιάζω
selection, συλλογή
display, εκθέτω (σε εκθέσεις προϊόντων)
stand, περίπτερο (σε εκθέσεις προϊόντων),
πάγκος
Trade Fair, εμπορική έκθεση (προϊόντων)
grateful, ευγνώμων
obliged, υποχρεωμένος, υπόχρεος
subject matter, κυρίως θέμα
inform, πληροφορώ
sample, δείγμα
issue, έκδοση
state, δείχνω, δηλώνω
offer, προσφέρω
detail, λεπτομέρεια
article, είδος, πράγμα
goods, αγαθά, εμπορεύματα
ship, φορτώνω και μεταφέρω (με μέσο με-

ταφοράς)
receipt, παραλαβή
term, όρος
instruction, οδηγία
price, τιμή
satisfactory, ικανοποιητικός
attractive, ελκυστικός
regular, κανονικός
trial order, δοκιμαστική παραγγελία
payment, πληρωμή, εξόφληση
discount, έκπτωση
purchase, αγοραπωλησία, αγορά
insist on, επιμένω (σε)
prompt, άμεσος, χωρίς καθυστέρηση
delivery, παράδοση
closing sentences, προτάσεις για επίλογο
oblige, υποχρεώνω
appreciate, εκτιμώ
by return (of post), με το επόμενο ταχυδρο-
μείο, αμέσως
immediate, άμεσος
be under way (κατα)φθάνω, είμαι καθ' οδόν
shortly, σύντομα

Offers - Replies to enquiries

**S.G. Brown & CO.
12, Newgate Road,
London, EC3x
ENGLAND**

19th December, 1995

THE PEGASUS TRADING Co. Ltd.,
318, Hermes Street,
Athens, 17412
GREECE

Dear Sirs,

We acknowledge with thanks the receipt of your inquiry of the 15th instant and have much pleasure in sending you under separate cover "samples without value", half a yard full width with our full range of colours.

On the attached price list we have given our lowest quotations. We even promise to offer you a special discount of 5% provided that payment will be settled within 30 days since the issue of the Pro-Forma Invoice by Bank Draft. Prices include delivery.

Your request to be given the exclusive sale for Athens is somewhat unusual. However, as we are very keen to have a turnover with you, we are willing to grant you this concession on condition that your order will be well worth.

We are certain that you will find our quality excellent and our prices really satisfactory.

We are looking forward to receiving your order, which will have our best attention.

Yours faithfully,
For S.G. BROWN & Co.



D. Jones
Sales Manager

Some standard phrases for offers

a. Appropriate opening lines

- Many thanks for your *enquiry (letter)* of...
- We acknowledge with thanks...
- We are pleased to have your inquiry about...
- We are obliged for your letter (*inquiry*) of...
- *In reply (Replying)* to your inquiry of...
- With reference to your inquiry...

b. Subject matter

- As requested, we are sending *herewith (under separate cover)*...
- All details are shown in our price list...
- We have pleasure in sending you *samples of (our range of patterns/a good selection of samples of/our price list)*...
- We are enclosing details of our terms of payment...
- We have quoted our best (*lowest*) prices...
- We are pleased to offer you *the following goods (our estimate for the supply of)*.....

c. Terms - Export Terms

- Our prices include packing, carriage and delivery.
- The prices quoted are net.
- Freight and packing cases are included in the price.
- Our quotation includes delivery *f.o.b. Athens (c.i.f. Liverpool/f.a.s. London)*.
- For quantities of and over, we can offer a discount of 10% on list prices.
- Prices have *remained steady (risen/fallen)*.
- Our terms are *net (strictly net/cash with order/C.W.O./ cash on delivery/C.O.D./ cash within... days)*.
- Our terms are payment on invoice.
- Our terms are *monthly (quarterly)* settlement.
- We require payment by *Bank (banker's)* draft on acceptance of your order.
- Payment by Bank draft, against pro-forma invoice.
- Payment by *bill of exchange (irrevocable letter of credit/banker's draft)* is requested.

d. Closing sentences

- We should appreciate the opportunity of showing you how *efficiently (satisfactorily)* we can serve you.

- Our great experience is at your service. We hope you will use it.
- We *hope (trust/are confident)* that you will find our goods (*articles*) excellent.
- You may rely on us to give your requirements immediate attention.
- We look forward to the pleasure of serving you.
- We are sure that our goods will meet your requirements and we look forward to your order.
- We shall be pleased to receive your order, and remain yours faithfully.

Activity

Have a look at the inquiry you have already written about the television set, which "Sunlight Electric Co." had advertised in the "Time" (See the previous Chapter' activity). Now write a reply from the Sales Manager of the "Sunlight Electric Co," giving particular information and inviting you to come and see how the set works. State that in case an order for more than 15 pieces is placed, "Sunlight Electric Co," can grant a discount of 15%.



Listen to the cassette and fill in the blanks.

Dear Mr Foster,

It was a⁽¹⁾ to⁽²⁾ your letter today, and to⁽³⁾ that you liked our⁽⁴⁾ of bathroom curtains.

We can⁽⁵⁾ you the⁽⁶⁾ discount you have asked which can be⁽⁷⁾ off net prices for⁽⁸⁾ over \$ 5,000.

However, we would be⁽⁹⁾ to⁽¹⁰⁾ this, once we have⁽¹¹⁾ a constant⁽¹²⁾ association with you.

If there is any⁽¹³⁾ information you may⁽¹⁴⁾, please⁽¹⁵⁾ us.

We hope we can⁽¹⁶⁾ an⁽¹⁷⁾ on the⁽¹⁸⁾ quoted.

Vocabulary

offer, προσφορά, προσφέρω

reply, απάντηση

enquiry/inquiry, ζήτηση (πληροφοριών)

trading, εμπορικός

acknowledge, γνωστοποιώ

receipt, παραλαβή

instant, τρέχων (μήνας, χρόνος κ.λπ.)
cover, φάκελλος
samples without value, δείγματα χωρίς χρέωση
yard, γυάρδα (0.914 του μέτρου)
width, πλάτος
full range, πλήρης σειρά
attach, επισυνάπτω
attached, συνημμένος, που επισυνάπτεται
price list, τιμοκατάλογος
quotation, τρέχουσα τιμή, υπολογισμός/ προ-σφορά τιμών
promise, υπόσχομαι
discount, έκπτωση
provided that, με την προϋπόθεση/τον όρο ότι
payment, εξόφληση, πληρωμή
settle, τακτοποιώ
Pro-Forma Invoice, προτιμολόγιο (που δίνει τη δυνατότητα στον πελάτη να δει πόσο θα κοστίσει μια παραλαβή εμπορευμάτων, και να τακτοποιήσει την εξόφληση του λογαριασμού μέσω τράπεζας)
request, ζήτηση, απαίτηση, ζητώ, απαιτώ
exclusive, αποκλειστικός
sale, πώληση
somewhat unusual, κάπως/κάτι το ασυνήθιστο
be keen to/on, θέλω πάρα πολύ
turnover, συναλλαγή
willing, πρόθυμος
grant, παρέχω, χορηγώ, ικανοποιώ
concession, παραχώρηση
on condition that, με τον όρο/προϋπόθεση ότι
order, παραγγελία
it's well worth, αξίζει τον κόπο
certain, βέβαιος, σίγουρος
quality, ποιότητα
excellent, θαυμάσιος, εξαιρετικός, άριστος
satisfactory, ικανοποιητικός
look forward to, περιμένω (με αγωνία), προσδοκώ
receive, παίρνω λαμβάνω
attention, προσοχή
Yours faithfully, Με τιμή, Υμέτερος (για επί-λογο επιστολών)
appropriate, κατάλληλος
obliged, υποχρεωμένος, υπόχρεος
with reference to, αναφορικά με, όσον αφο-ρά (σε)

subject matter, κύριο θέμα
separate, (ξε)χωριστός
detail, λεπτομέρεια
pattern, (υπό)δείγμα
selection, συλλογή (ειδών)
enclose, εσωκλείω
term, όρος
quote, καθορίζω/δίνω τιμή
goods, εμπορεύματα
estimate, υπολογισμός, υπολογίζω
supply, εφοδιασμός, προμήθεια
export, εξαγωγή
include, (συμ)περιλαμβάνω
packing, συσκευασία
carriage, μεταφορά
delivery, παράδοση
net, καθαρός (για βάρος και τιμές)
freight, ναύλος
case, θέμα
f.o.b. (free on board), όρος που σημαίνει ότι οι τιμές συμπεριλαμβάνουν το κόστος και τα έξοδα μεταφοράς των εμπορευμάτων ως τη φόρτωσή τους στο λιμάνι προέλευσης
c.i.f. (cost, insurance, freight), όρος που ση-μαίνει ότι οι τιμές συμπεριλαμβάνουν το κόστος του εμπορεύματος, την ασφάλεια και τον ναύλο
f.a.s. (free alongside ship), όρος που ση-μαίνει ότι οι τιμές συμπεριλαμβάνουν τα έξο-δα μεταφοράς εμπορευμάτων μέχρι το λιμάνι προέλευσης, χωρίς τη φόρτωση στο πλοίο
quantity, ποσότητα
steady, σταθερός
rise, ανεβαίνω, αυξάνω
fall, πέφτω, μειώνομαι
strictly, αυστηρά
cash, μετρητά, εξόφληση σε μετρητά
c.w.o. (cash with order), εξόφληση μόλις δο-θεί η παραγγελία
c.o.d. (cash on delivery), εξόφληση κατά την παράδοση
invoice, τιμολόγιο
monthly, μηνιαίος, μηνιαία
quarterly, τριμηνιαίος, ανά τρίμηνο
settlement, εξόφληση, τακτοποίηση
require, απαιτώ, ζητώ
bank/banker's draft, τραπεζική διαταγή για πληρωμή
acceptance, αποδοχή
bill of exchange, συναλλαγματική
irrevocable, ανέκκλητος, οριστικός, αμετά-κλητος

irrevocable letter of credid, ανέκκλητη πιστωτική/εγγυητική επιστολή
appreciate, εκτιμώ
efficiently, αποδοτικά, ικανά
satisfactorily, ικανοποιητικά
serve, (εξ)υπηρετώ
service, υπηρεσία
at your service, στη διάθεσή σας

trust, πιστεύω, εμπιστεύομαι
be confident, έχω την πεποίθηση
article, είδος, πράγμα
rely on, βασίζομαι σε
requirement, απαίτηση, ζήτηση
immediate, άμεσος, χωρίς καθυστέρηση
remain, παραμένω

Special offers

A circular and an inquiry from it

**MODERN
FABRICS LTD.
Manufacturers of textiles**

30 January, 1996

TO WHOM IT MAY CONCERN

Dear Sirs,

We think that you will be interested to know that we have recently bought the entire stock of VOTONS Blanket Company who, as you may know, have now ceased to manufacture woolen products.

We took advantage of this exceptional opportunity and we are now in a position to offer these 4 renowned all wool blankets considerably below the market price. This is a “once-in-a-lifetime” opportunity.

We are sure these famous blankets should provide a very attractive line for your forthcoming sales. We must ask you, therefore, to give the enclosed special price list your immediate attention, because orders can be supplied from stock only in limited quantities and cannot be repeated. Although we are sending you a brochure with the full range of these blankets, the goods can be inspected at our warehouse on request.

We would strongly advise you to avail yourself of this exceptional opportunity.

Yours Faithfully,
MODERN FABRICS Ltd.

enclosure

**Helexport Ltd.,
38 Fivis Street
Leeds, SW17**

12th February, 1996

Modern Fabrics Ltd.
19 Beach Avenue,
Liverpool H71 6DP

Dear Sirs,

Thank you for your letter of 30th January with your special offer of VOTONS blankets.

We should be pleased if you show them to our representative, Mr White, who will call on you next Monday to see the complete range of blankets and possibly choose a number of them on behalf of our company.

Yours faithfully,
For Helexport Ltd.,



D. Austin
Sales Manager

Activity A

Write a circular from your company (Record Wholesale Club Ltd.) offering 3,000 records at unusually low prices. Make quite clear that the low price doesn't mean poor quality but a special offer to your customers for your company's 50th anniversary. Give the address and location of your company.

Activity B

"Zoom Record Shop" situated in 21, Keat Road, Leeds, are interested in buying a

great number of records. The following notes will help you to write a letter-reply to the circular of "The Record wholesale club Ltd".

- To:
2295, Regent street.
London, W.1
- 19th Oct.-
- Much obliged for...
- Are Beatles records in stock?
- Our representative will call next week to see what kind of records are in bargain, to make sure if they are of interest to the public and sell well.



Listen to the cassette and fill in the blanks.

We strongly⁽¹⁾ you to take into⁽²⁾ our special⁽³⁾. We are⁽⁴⁾ that you will⁽⁵⁾ our⁽⁶⁾ really⁽⁷⁾, especially when you take into⁽⁸⁾ that the⁽⁹⁾ we use are of the best⁽¹⁰⁾. You should also⁽¹¹⁾ that we provide a one year⁽¹²⁾ against normal wear or⁽¹³⁾. If you have any further⁽¹⁴⁾, please⁽¹⁵⁾ our sales⁽¹⁶⁾ on 369-493-78,⁽¹⁷⁾ 14 who will give you any⁽¹⁸⁾ you may⁽¹⁹⁾. Looking⁽²⁰⁾ to hearing from you soon, Yours⁽²¹⁾.

Vocabulary

special offer, ειδική προσφορά

circular, εγκύκλιος

fabric, ύφασμα

manufacturer, κατασκευαστής, βιομήχανος

textile, ύφασμα, υφαντό

concern, αφορώ

entire, ολόκληρος, όλος

blanket, κουβέρτα

cease, σταματώ, παύω

manufacture, παράγω, κατασκευάζω (βιομηχανικά προϊόντα)

woolen (woollen), μάλλινος

product, προϊόν

take (the) advantage of, επωφελούμαι, δρώτομαι της ευκαιρίας

exceptional, εξαιρετικός

opportunity, ευκαιρία

position, θέση

offer, προσφέρω
renowned, ξακουστός, περίφημος
considerably, αξιοσημείωτα
market price, τιμή αγοράς
lifetime, διάρκεια ζωής, ζωή
provide, παραχωρώ, παρέχω
attractive, ελκυστικός
line, σειρά εμπορευμάτων
forthcoming, μελλοντικός
sale, πώληση
enclose, εσωκλείω
price list, τιμοκατάλογος
immediate, άμεσος, χωρίς καθυστέρηση
attention, προσοχή
order, παραγγελία
supply, εφοδιάζω, προμηθεύω
limited, περιορισμένος
quantity, ποσότητα

brochure, μπροσούρα, (ενημερωτικό) φυλλάδιο
full range, πλήρης σειρά
goods, εμπορεύματα, εμπόρευμα
inspect, ελέγχω, επιθεωρώ
warehouse, αποθήκη
on request, εφόσον ζητηθεί
we would strongly advise you, θα σας συμβουλεύαμε/συνιστούσαμε ιδιαίτερα
avail myself of, επωφελούμαι
enclosure, εσωκλειστο/συνημμένο (έγγραφο)
representative, αντιπρόσωπος
call on (somebody), επισκέπτομαι (κάποιον)
complete range, πλήρης σειρά, ολόκληρη σειρά
choose, διαλέγω
on behalf of, για λογαριασμό του

Orders

THE PEGASUS TRADING CO. LTD.

318, Hermes street

Athens, 17412

S.G. Brown & Co.

12, Newgate Road

London, EC3X

22nd December, 1995

Dear Sirs,

We are in receipt of your offer of 19th December for which we thank you.

We are pleased to inform you that we have met your articles and prices with approval and are confident this quality will find a ready market here. We have therefore decided to place an order for the undermentioned three qualities we have selected.

DESCRIPTION	PIECE N.	QUANTITY	DELIVERY
Scotch Tweeds	1035	10	prompt
» »	3012	30	»
» »	1203	20	»

As the goods are urgently required for the winter season, we must ask you to despatch without delay. As soon as we receive your confirmation and Pro-Forma Invoice, we will arrange for settlement by banker's transfer.

We are awaiting your early reply.

Yours faithfully,

p.p. The PEGASUS Trading Co. Ltd.,



George Plakas
Chief Buyer

Some standard phrases for orders

a. Appropriate opening lines

- Thank you for your offer of...
- We refer to your *letter (quotation, offer)* of...
- We acknowledge (with thanks) your *letter (offer, quotation)* of...
- Thank you for letting us have samples of...
- We enclose our order No... for... [*in case the order is written in a separate form*].

b. Subject matter - Terms - Instructions

- Please *supply us (send us)* by *rail (train, boat, air)*.
- Please book the following order: ...
- The material supplied must match absolutely your pattern.
- If your pattern No... is available please *supply (send)* us...
- Thanks for your offer of..., but we are sorry to tell you that we cannot make use of it for the present.
- We appreciate your offer of a reduced price, but are of the opinion that the market couldn't stand an article of this quality.
- We require *immediate (prompt) despatch (shipment, delivery)*. Please arrange for *prompt (immediate)* delivery.
- *Detailed (full)* instructions regarding *marks and numbers (packing, shipping route)* will follow.
- We require *invoice (pro-forma invoice)* in *duplicate (triplicate, quadruplicate, with 5 copies)*...
- We shall remit on receipt of your pro-forma invoice.
- We enclose *cheque (bank draft)* for £...

c. Closing sentences

- If your goods are satisfactory we may be able to repeat orders.
- We hope that you will give our order your *prompt (careful)* attention.
- We expect *careful (prompt)* execution of our order.
- Your early attention to our order will be appreciated.
- We are awaiting your confirmation by return.

Activity

"Zoom Record shop" in Leeds have already considered the report from their representative who visited the "Record wholesale club" and found their records in bargain, an excellent opportunity.

Write the order form you imagine they are going to send for 100 records of the Beatles Album, 50 records of Black's "Wonderful life", 30 records of J.M. Jarre's "Rendez-vous" and 30 records of Bryan Adams' "Heat of the night".

Ask them for immediate delivery and inform them you will remit on receipt of their Pro-Forma Invoice.



Listen to the cassette and fill in the blanks.

.....⁽¹⁾ please find our⁽²⁾ No. ET1728 for women⁽³⁾
and⁽⁴⁾ handbags in different⁽⁵⁾ sizes,⁽⁶⁾ and
colours. We shall⁽⁷⁾ on⁽⁸⁾ of your pro-forma⁽⁹⁾.
We also⁽¹⁰⁾ your offer of a⁽¹¹⁾ price for the leather
.....⁽¹²⁾, but we think that the⁽¹³⁾ couldn't stand an
⁽¹⁴⁾ of this⁽¹⁵⁾.

We⁽¹⁶⁾ that you will give our order your⁽¹⁷⁾ attention and
would appreciate⁽¹⁸⁾ within the next three⁽¹⁹⁾.
Awaiting your⁽²⁰⁾ by return, we thank you⁽²¹⁾.

Vocabulary

order, παραγγελία

be in receipt of, έχω παραλάβει

article, είδος, πράγμα

meet with approval, αντιμετωπίζω θετικά,
επιδοκιμάζω

be confident, είμαι σίγουρος/πεπεισμένος

quality, ποιότητα

market, αγορά

therefore, επομένως, ως εκ τούτου

decide, αποφασίζω

place an order, δίνω παραγγελία

undermentioned, ο παρακάτω αναφερόμε-
νος

select, επιλέγω

description, περιγραφή

quantity, ποσότητα

delivery, παράδοση

prompt, άμεσος, γρήγορος

goods, εμπορεύματα

urgently, επείγοντως

require, ζητώ, απαιτώ

despatch/dispatch, αποστέλλω, αποστολή

delay, καθυστέρηση

receive, λαμβάνω

confirmation, (επι)βεβαίωση

Pro-Forma Invoice, προτιμολόγιο (δίνει τη
δυνατότητα στον πελάτη να δει πόσο θα κο-
στίσει μια παραλαβή εμπορευμάτων, και να
εξοφλήσει τον λογαριασμό μέσω τράπεζας)

arrange, τακτοποιώ

settlement, τακτοποίηση λογαριασμού, εξό-
φληση

banker's transfer, τραπεζικό μεταβιβαστι-
κό έγγραφο, τραπεζική μεταβίβαση (σε άλλη
τράπεζα)

await, αναμένω, περιμένω (για/να)

early reply, άμεση (χωρίς καθυστέρηση) απά-
ντηση

appropriate, κατάλληλος

refer (to), αναφέρομαι σε

quotation, τρέχουσα τιμή, υπολογισμός /προ-
σφορά τιμών

samples, δειγματολόγιο, δείγματα

enclose, εσωκλείω

in case, σε περίπτωση που

separate, (ξε)χωριστός

form, φόρμα, έντυπο

instruction, οδηγία

supply, προμηθεύω, εφοδιάζω
book, κλείνω (παραγγελία)
material, υλικό
match, ταιριάζω
absolutely, απόλυτα
pattern, δείγμα, πρότυπο
available, διαθέσιμος
for the present, προς το παρόν
appreciate, εκτιμώ
reduce, μειώνω
price, τιμή
opinion, γνώμη, άποψη
stand, αντέχω, «σηκώνω»
require, ζητώ, απαιτώ
immediate, άμεσος, χωρίς καθυστέρηση
shipment, φόρτωση και μεταφορά, αποστολή
delivery, παράδοση

regarding, αναφορικά με
marks and numbers, σημεία και αριθμοί
(που αναγράφονται σε κιβώτια συσκευασίας
αντί ολόκληρης της επωνυμίας μιας εταιρίας)
packing, συσκευασία
shipping route, θαλάσσια πορεία
invoice, τιμολόγιο
duplicate, διπλός
triplicate, τριπλός
quadruplicate, τετραπλός
copy, αντίγραφο
remit, εμβάζω (ποσόν χρημάτων)
cheque, τσεκ, τραπεζική επιταγή
bank draft, τραπεζική διαταγή για πληρωμή
attention, προσοχή
expect, περιμένω, προσδοκώ
execution, εκτέλεση, πραγματοποίηση

Acknowledgement and execution of orders

**S.G. Brown & Co.,
12, Newgate Road,
London, EC3X
ENGLAND**

THE PEGASUS TRADING Co. Ltd.
318, Hermes Street,
Athens, 174 12
GREECE

29th December, 1995

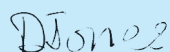
Dear Sirs,

We are obliged for your order of 22nd December 1995 which has had our best attention.

As all these items were in stock, they have already been packed and will be despatched immediately upon receipt of your remittance for £ 9,300 as per enclosed pro-forma invoice.

We hope that this order will give you a full satisfaction and that it will lead to a pleasant and lasting connection between our firms.

Yours faithfully,
for S.G. BROWN & Co., Ltd.,



D. Jones
Sales Manager

encl.

PRO FORMA INVOICE

bought of:

The Pegasus Trading Co. Ltd.,
318, Hermes street,
Athens, 174 12 GREECE

No. 912

29th December, 1995

Telephone
01-852-9921

S.G. BROWN & CO.
12, Newgate Road
LONDON EC3X

Telegrams:
«BROWNCO» LONDON

Quality	Piece No.	Quantity	Unit Price	Total Price
Scotch Tweeds	1035	10	£200	£2,000
Scotch Tweeds	3012	30	£150	£4,500
Scotch Tweeds	1203	20	£140	£2,800
Goods will be despatched on receipt of your remittance.				
				£9,300
				Please pay the last amount shown here

Some standard phrases for acknowledgement of orders and their execution.

a. Appropriate opening lines

- We are very glad to receive your order for...
- Thank you very much for your order of^(date) for^{((product))}
- We acknowledge with thanks your order of...
- Your order of..., for which we thank you, has been booked as instructed and we have pleasure in enclosing herewith our confirmation.

b. Subject matter

- We *enclose (attach)* our *Invoice (Pro-Forma Invoice)* for £...
- Enclosed please find our...
- We are pleased to inform you that the goods *will be despatched (have been despatched/were despatched)*...
- You may be sure that the goods will be ready for *shipment (despatch)* by 1st of next month.
- We have not yet received precise shipping instructions and are holding your order until these arrive.

c. Closing sentences

- We shall be pleased to receive your further orders.
- We are confident that you will find a ready sale, for this excellent quality and are looking forward to your repeat orders.
- Any future order you may place with us will have our greatest attention.

Here follows a selection of sentences the PEGASUS TRADING CO. LTD. may use to notify payment of account to S.G. BROWN & CO.

- We have pleasure in sending you enclosed our cheque for £ 9,300 in settlement of your Pro-Forma Invoice No. 912.
- Many thanks for the confirmation of our order and your Pro-Forma Invoice. We accept this price and are making immediate payment to our Bank, the National Bank of Greece, who will notify you of the credit in due course.
- Thank you for your prompt attention to our order. We have today transferred the amount of £ 9,300 to the National Bank of Greece, London, for your credit.

- We have today instructed our Bank, the National Bank of Greece, to telegraph the amount of £ 9,300 to their branch in London. Please acknowledge receipt.
- We are pleased to inform you that the sum of £ 9,300 was remitted yesterday through the National Bank of Greece, to your Bank Lloyds of London.

Activity

Complete the Pro-forma Invoice the “Record wholesale club Ltd.” sent to the “Zoom Record shop”, after the arrangements they’ve done (according to the activities in the previous chapters).

Enclose the Pro-Forma Invoice with an acknowledgement for the execution of the order, informing them that the records will be despatched just after receipt of their remittance. The price per record is £ 3.00.

PRO FORMA INVOICE				
bought of:		No 19.....		
Telephone 01-802-9900	Record Wholesale club 360 Hill street LONDON EC3X	Telegrams: «RWC» LONDON Telex: GT 9987		
Quality	Piece No.	Quantity	Unit Price	Total Price
				Please pay the last amount shown here



Listen to the cassette and fill in the blanks.

Dear sirs,

order NS1349

The above⁽¹⁾ has been completed and⁽²⁾ to Piraeus⁽³⁾ where it is awaiting⁽⁴⁾ onto the Pegasus vessel which⁽⁵⁾ for Sydney on the 23rd March.

We will⁽⁶⁾ the necessary documents to your bank's⁽⁷⁾ here, who will⁽⁸⁾ them to your bank in Piraeus.

We have⁽⁹⁾ the⁽¹⁰⁾ as per your⁽¹¹⁾ and we have⁽¹²⁾ to get all the⁽¹³⁾ from⁽¹⁴⁾ with the exception of Piece No L136 which we didn't have in the⁽¹⁵⁾ you asked for. Be⁽¹⁶⁾ that we will include it in the next⁽¹⁷⁾.

Thank you very much for your⁽¹⁸⁾ and don't⁽¹⁹⁾ to contact us if there is any⁽²⁰⁾ information you may⁽²¹⁾.

Vocabulary

acknowledgement, γνωστοποίηση

execution, εκτέλεση, πραγματοποίηση

be obliged, είμαι υποχρεωμένος / υπόχρεος

order, παραγγελία

attention, προσοχή

item, είδος, κομμάτι

stock, εμπορεύματα, αποθήκευμα, στοκ

pack, συσκευάζω

despatch/dispatch, αποστέλλω, αποστολή

immediately, αμέσως, χωρίς καθυστέρηση

upon receipt, με την παραλαβή, μόλις παραλάβουμε

remittance, έμβασμα

as per, σύμφωνα με, κατά

enclose, εσωκλείω

pro-forma invoice, προτιμολόγιο (δίνει τη δυνατότητα στον πελάτη να δει πόσο θα κοστίσει μια παραλαβή εμπορευμάτων και να εξοφλήσει τον λογαριασμό μέσω τράπεζας)

satisfaction, ικανοποίηση

lead, οδηγώ

last, διαρκώ

lasting, διαρκής

connection, συνεργασία, σύνδεση

firm, εταιρία

Sales Manager, Διευθυντής Πωλήσεων

encl./enclosure, εσωκλειστο (έγγραφο)

telegram, τηλεγράφημα

quality, ποιότητα

piece, κομμάτι, τόπι (για τα υφάσματα)

unit price, τιμή μονάδας

total price, ολική τιμή

goods, εμπορεύματα

receive, λαμβάνω, παίρνω

acknowledge, γνωστοποιώ, γνωρίζω

book an order, κλείνω παραγγελία

instruct, (καθ)οδηγώ, δίνω οδηγίες

confirmation, (επι)βεβαίωση

attach, επισυνάπτω, επικολλώ

shipment, φόρτωση και μεταφορά, αποστολή εμπορευμάτων

precise, ακριβής

hold, κρατώ (δεν προωθώ)

be confident, πιστεύω, έχω την πεποίθηση

sale, πώληση

excellent, θαυμάσιος

repeat, επαναλαμβανόμενος, επαναλαμβάνω

place an order, δίνω/κάνω παραγγελία

attention, προσοχή

notify, γνωστοποιώ, κοινοποιώ

settlement, τακτοποίηση λογαριασμού

credit, πίστωση

in due course, εν ευθέτω χρόνω

transfer, μεταβιβάζω

telegraph, τηλεγραφώ

branch, υποκατάστημα

sum, ποσόν

Complaints

THE PEGASUS TRADING CO LTD
318, Hermes Street,
Athens, 17412
GREECE

20th January, 1996

S.G. Brown & Co.
12, Newgate Road
London, EC3X
ENGLAND

Our order of 22nd December, 1995

Dear Sirs

We have today received the 60 pieces of Scotch Tweeds we ordered on 22nd, December.

We are much obliged to you for the prompt execution but, on examination, we found that one of the pieces marked with the number 1203 does not correspond to the original pattern; the colour is much paler. This gives it a rather yellowish shade which looks unattractive. We realise that differences in colour are unavoidable but such differences bring problems in our sales. We are, therefore, returning the piece to you, carriage forward, and would ask you to send back another one or your Credit Note.

Yours faithfully,
p.p. The PEGASUS Trading Co. Ltd.,

George Plakas
Chief Buyer

Here follows a selection of sentences which may be used in various types of complaints.

a. Delays

- Our order of... is now considerably overdue.
- As we have repeatedly pointed out to you, our order of... should have been *delivered (despatched, shipped)* on...
- As the goods are urgently *required (needed)* we must ask you to despatch (*ship*) them without further delay.
- As the demand of these *goods (qualities)* is now very much requested we have to ask you to ship them immediately.
- We must insist on immediate *delivery (shipment, despatch, execution of our order)* as the goods are required for the current season's sales.

b. Unsatisfactory, damaged, wrong goods

- When unpacking the *bales (cases, boxes)* we found that... is unsatisfactory.
- We were surprised to find that the quality is inferior to the original pattern.
- On examination we found that the contents do not really agree with your *advice note (packing note, samples, invoice)*.
- Unfortunately, we found that some goods have been damaged in *transit (transport)*.
- On checking the goods received, we found that several items were badly damaged.
- We regret to have to tell you that case B contains... quality instead of... quality.
- Evidently some mistake was made and the goods have been wrongly delivered.
- We cannot possibly supply our customer with the articles we have received from you.

c. Errors

- On checking your *invoice (statement, pro-forma invoice)* we found that you have charged quality Y12 at £ 1.20 instead of 95 p.
- When comparing your invoice with our order we found that you have listed it with £ 2,560 instead of £ 2,160.
- Please look into the matter and kindly send us a corrected invoice.

Activity: Write either A or B or both of them.

- A.** Although two months have passed since the "Zoom Record Shop" settled the required sum for the order they have placed with the "Record wholesale club Ltd", they have not yet received the records.

Being helped by the given selection of sentences, which may be used in Complaints, write a letter to complain about the delay.

- B.** The “Zoom Record Shop” received the order they had placed with the “Record wholesale club Ltd”. On examination they found that the records by the Beatles do not really correspond to the quantity of the ordered records. Instead of them, they received more records by Bryan Adams. (See the previous chapter’ activity). Write a letter to complain and ask them to settle the unsatisfactory delivery.



Listen to the cassette and fill in the blanks.

I am writing to you to⁽¹⁾ about the⁽²⁾ of the lamp-stands which we⁽³⁾ today against our⁽⁴⁾ No M2773.

On⁽⁵⁾ them we found that six pieces did not⁽⁶⁾ to the shape we had ordered.

Furthermore, three⁽⁷⁾ were damaged and the lamp-stands inside them were⁽⁸⁾.

We are sending back the⁽⁹⁾⁽¹⁰⁾ items and a list with the Marks and Numbers of the⁽¹¹⁾ articles. As the matter is⁽¹²⁾, please send your⁽¹³⁾ here, to⁽¹⁴⁾ the damage and arrange for the broken items’⁽¹⁵⁾ within the next two or three days.

Vocabulary

complaint, παράπονο

reply, απάντηση, ανταπόκριση

order, παραγγελία, παραγγέλλω

receive, (παρα)λαμβάνω, παίρνω

piece, κομμάτι, τόπι (για υφάσματα)

obliged, υπόχρεος, υποχρεωμένος

prompt, άμεσος, ταχύς

execution, εκτέλεση, πραγματοποίηση

on examination, κατά την εξέταση

mark, μαρκάρω, σημαδεύω, γράφω σημεία/σημάδια

correspond to, ανταποκρίνομαι σε, αντιστοιχώ

original, αρχικός, πρωτότυπος

pale, ωχρός, παλ, ξεθωριασμένος

yellowish, κιτρινωπός

shade, απόχρωση

unattractive, μη ελκυστικός

realise, αναγνωρίζω, αντιλαμβάνομαι

unavoidable, αναπόφευκτος

sale, πώληση

therefore, επομένως, ως εκ τούτου

carriage forward, όρος που σημαίνει πως το κόστος της μεταφοράς πληρώνεται από τον παραλήπτη. Όταν το κόστος μεταφοράς πληρώνεται από τον αποστολέα χρησιμοποιούμε τον όρο **carriage paid**.

credit, πίστωση

credit note, πιστωτικό σημείωμα

selection, επιλογή

various, ποικίλος, διάφορος

delay, καθυστέρηση

considerably overdue, εκπρόθεσμος εδώ και πολύ καιρό

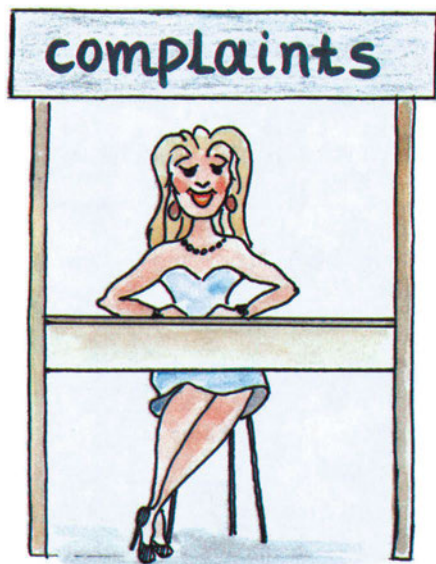
repeatedly, επανειλημμένα

point out, υποδεικνύω, τονίζω

deliver, παραδίδω

despatch, αποστέλλω, αποστολή
ship, φορτώνω και μεταφέρω
goods, εμπορεύματα
urgently, επείγοντως
require, ζητώ, απαιτώ
demand, ζήτηση
quality, ποιότητα
request, ζητώ
immediately, αμέσως, γρήγορα
insist (on), επιμένω (για, σε)
immediate, άμεσος, γρήγορος
delivery, παράδοση
shipment, φόρτωση και μεταφορά
current, τρέχων
unsatisfactory, μη ικανοποιητικός
damaged, με ζημιές, κατεστραμμένος
unpack, αποσυσκευάζω, ανοίγω (δέμα, κιβώ-
 τιο κ.λπ.)
bale, δέμα
inferior, κατώτερος
content, περιεχόμενο
advice note, συμβουλευτικό σημείωμα
sample, δείγμα
invoice, τιμολόγιο
transit, διαμετακόμιση, “τράνζιτο”

transport, μεταφορά
check, ελέγχω
item, κομμάτι, είδος
regret, λυπάμαι
case, κιβώτιο, θήκη
contain, περιέχω
instead of, αντί για
evidently, προφανώς
make a mistake, κάνω λάθος
supply, εφοδιάζω, προμηθεύω
customer, πελάτης
article, είδος
error, σφάλμα, λάθος
statement, κατάσταση (έγγραφο), εκκαθάριση
 (λογιστ.)
pro-forma invoice, προτιμολόγιο (δίνει τη
 δυνατότητα στον πελάτη να δει πόσο θα
 κοστίσει μια παραλαβή εμπορευμάτων και να
 εξοφλήσει τον λογαριασμό μέσω τράπεζας)
charge, χρεώνω
compare, συγκρίνω
list, αναγράφω τιμή σε τιμολόγιο, χρεώνω
look into the matter, μελετώ/εξετάζω το
 θέμα
correct, διορθώνω



Replies to complaints

**S.G. Brown & Co.,
12, Newgate Road,
London, EC3X
ENGLAND**

29th January, 1996

THE PEGASUS TRADING Co. Ltd.
318, Hermes Street
Athens, 17412
GREECE

Dear Sirs,

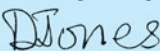
Your order of 22nd December, 1995

We acknowledge the receipt of your letter of 20th January and are extremely sorry for the inconvenience caused to you.

While slight difference in colour is unavoidable, we carefully selected another piece which is completely identical with the pieces you have already received as it belongs to the same batch.

While offering our sincere apologies, we inform you that the new piece has been despatched without further charging.

We hope that the matter is thus settled to our mutual satisfaction and remain,

Yours faithfully,
For S.G. BROWN & Co.,

D. Jones
Sales Manager

Here follows a selection of sentences which may be used in replies to complaints.

a. Delays

- We are extremely sorry about the delay, but you will realise it was due to circumstances beyond our control.
- We very much regret the delay in the *execution (completion)* of your order.
- We are extremely sorry about the delay in *delivery (despatch, shipment)* of your order.
- The delay is due to a *strike (breakdown in the factory, shortage of raw material)* but you can be sure that we have asked the manufacturers to give your order priority, which they have promised to do.

b. Unsatisfactory, damaged, wrong goods

- We are really sorry to learn that you are not satisfied with our goods.
- We are extremely sorry that you are complaining of the *colour (size, finish, quality)* of the items we've sent to you.
- We shall be glad if you (will) return the damaged goods to us and we will arrange for the immediate despatch of the same range.
- Our Export Manager is paying a visit to your country next week and he will call to see you. We shall be much obliged if you keep the damaged articles on one side until he can inspect them and give us a report for your Credit Note.
- We have already passed on your complaint to the packers that handled this consignment, and they do not agree that there is any defect in the packing material used. They maintain that the *cases (bales, boxes, containers)* must have been subjected to very rough *treatment (handling)* during delivery.
- We have asked our shipping agents to collect the wrong case from you, for delivery to the customer to whom it should have been sent. In the meanwhile, we have already despatched the correct case to you.
- We greatly regret the mistake in the *numbers (marks)*, which resulted in your receiving the wrong articles.

c. Errors

- We want to express our sincere regret for the error in our *invoice (pro-forma invoice, statement, consignment, shipment)*.
- Please excuse the mistake we've made in our *invoice (pro-forma invoice, statement)*, and enclosed please find our corrected one.
- We are sending the correct *goods (documents)* and should be grateful if you would kindly return the ones sent in error.

Activity

On behalf of the "Record wholesale club Ltd.", reply to either A or B letter of complaints the "Zoom Record Shop" have sent to them. (See the previous chapter' activity).



Listen to the cassette and fill in the blanks.

Dear Sirs,

Thank you for⁽¹⁾ us about the⁽²⁾ to our⁽³⁾ concerning your⁽⁴⁾ No MX123010. If you look back to our previous⁽⁵⁾ you will realise that this sort of⁽⁶⁾ is quite unusual, and we are⁽⁷⁾ sorry for the⁽⁸⁾ we have caused to you.

We will ask our Insurance⁽⁹⁾ to come and⁽¹⁰⁾ the damage, so that they can arrange⁽¹¹⁾. In case you want us to⁽¹²⁾ you another⁽¹³⁾ for the same order of yours, let us⁽¹⁴⁾. We have all the⁽¹⁵⁾ in⁽¹⁶⁾ and we would be⁽¹⁷⁾ to send them as⁽¹⁸⁾ as you ask us to⁽¹⁹⁾ so.

We look⁽²⁰⁾ to⁽²¹⁾ from you,

Yours sincerely.

Vocabulary

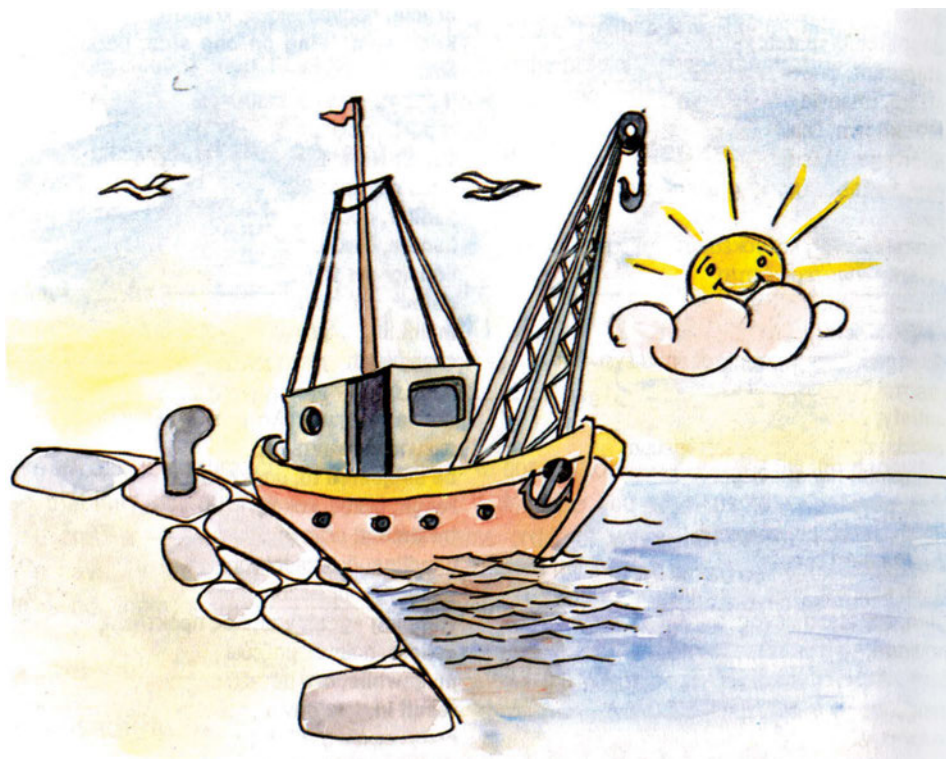
acknowledge, γνωστοποιώ
receipt, παραλαβή
extremely, υπερβολικά, πάρα πολύ
inconvenience, αναστάτωση, σύγχυση
cause, προκαλώ
slight difference, ελάχιστη διαφορά
unavoidable, αναπόφευκτος
select, επιλέγω
piece, κομμάτι, τόπι (υφάσματος)
completely, εντελώς, απόλυτα
identical, όμοιος, ίδιος
receive, (παρα)λαμβάνω
belong to, ανήκω σε
batch, παρτίδα
sincere, ειλικρινής
apology, συγγνώμη, απολογία
inform, πληροφορώ
despatch, αποστέλλω, αποστολή

further, επιπλέον, περαιτέρω
charging, χρέωση
matter, θέμα
thus, έτσι, μ' αυτόν τον τρόπο
settle, τακτοποιώ, αποκαθιστώ
mutual, αμοιβαίος
satisfaction, ικανοποίηση
remain, παραμένω, διατελώ
selection, επιλογή
reply, απάντηση
complaint, παράπονο
delay, καθυστέρηση
realise, αναγνωρίζω
it is due to, οφείλεται σε
circumstance, περίπτωση
beyond, πέρα από
control, έλεγχος
regret, λυπάμαι

execution, εκτέλεση, πραγματοποίηση
completion, εκπλήρωση, εκτέλεση
order, παραγγελία
despatch/dispatch, αποστολή
shipment, φόρτωση και μεταφορά
strike, απεργία
breakdown, ζημιά
shortage, έλλειψη
raw material, πρώτες ύλες, ακατέργαστο υλικό
manufacturer, κατασκευαστής, βιομήχανος
priority, προτεραιότητα
promise, υπόσχομαι
unsatisfactory, μη ικανοποιητικός
damaged, κατεστραμμένος, που έχει υποστεί ζημιά
satisfy, ικανοποιώ
goods, εμπορεύματα, εμπόρευμα
complain, παραπονιέμαι
size, μέγεθος
finish, τελείωμα, φινίρισμα
quality, ποιότητα
item, κομμάτι, είδος, πράγμα
glad, ευχαριστημένος
arrange, τακτοποιώ, φροντίζω
immediate, άμεσος, γρήγορος, ταχύς
range, σειρά (ειδών/εμπορευμάτων)
export, εξαγωγή
pay a visit, επισκέπτομαι, κάνω επίσκεψη

call, επισκέπτομαι
obliged, υποχρεωμένος, υπόχρεος
article, πράγμα, είδος, κομμάτι
keep something on one side, βάζω/κρατώ κάτι στην άκρη
inspect, ελέγχω, επιθεωρώ
report, αναφορά
Credit Note, Πιστωτικό Σημείωμα
pass on, προωθώ
packer, συσκευαστής
handle, διεκπεραιώνω
consignment, παραλαβή
defect, ελάττωμα
maintain, επιμένω, ισχυρίζομαι
case, κιβώτιο
bale, δέμα
container, μεγάλο μεταλλικό κιβώτιο συσκευασίας, κοντέινερ
be subjected to, υπόκειται σε
rough, βίαιος, κακός
treatment, μεταχείριση
handling, διεκπεραίωση
delivery, παράδοση
shipping agent, ναυτικός πράκτορας
collect, παίρνω, μαζεύω
meanwhile, στο μεταξύ
result in, έχω σαν αποτέλεσμα, καταλήγω σε
error, σφάλμα, λάθος
document, έγγραφο

Export trade



Export trade is surely different from home trade and it is more complicated and sometimes a little confusing. In fact, it has almost become a science to find your way through all the official orders and regulations. There are so many different points an exporter has to know. And the bad thing is that most of the regulations are always changing.

There are many countries which allowed imports without difficulties some time ago, but now they have imposed restrictions in the form of import quotas. All these things happen, of course, within close-knit economic communities such as the E.U.

On the other hand, currency restrictions often make it difficult to obtain payment from certain countries. Some of them require invoices certified by their consulate in the country of import. Others demand certificates with the invoices showing the country of origin of the goods.

International trade has different terms according to which an importer has to pay the expenses. When someone sends goods overseas, several things will affect the price. Packing, transport to the port, loading of the goods onto the ship have to be considered. Of course, it is difficult to calculate all these

expenses when the customer is thousands of miles away. In this case a f.o.b. quotation is suggested, which means that the prices will include all the charges until the goods are “free on board” at the port of export. All other expenses from there to the country of destination have to be paid on delivery. And when we say other expenses, we mean freight charges and the cost of insurance.

C.i.f. terms are also frequently found in international trade. In that case, the prices of the goods to be exported include “cost, insurance and freight” to the port of destination.

Another thing which is important to be considered is the Bill of Lading (B/L). The shipping company acknowledges the receipt of the goods to be shipped, through this document.

Of course, in return of the freight charge, the shipping company undertakes to deliver goods to the port and to the consignee mentioned on the bill. In other words, the B/L is a title to the goods. It is made out in many copies which are to be distributed to the exporter, the customer and/or the importer who will not be able to get their goods without it.

The terms of payment usually depend on the customer the exporter is dealing with and, of course, on the country to which the goods are sent. An “open account” is a usual credit term, with customers who are reliable and sound, and in countries where there are no currency restrictions. Monthly or quarterly statements are sent and the customers remit in the currency of the exporter’s country by banker’s draft.

However, exporters may ask for cash with order (C.W.O) or cash on delivery (C.O.D.) where possible, because in some countries the Post Office, for example, does not accept C.O.D. parcels. When C.O.D. terms exist, the exporter hands the B/L to the bank with the instructions to surrender it to the customer only against payment of his invoice. As the customer cannot get the goods without the B/L, he has to pay C.O.D.

A. Questions

1. How is export trade characterized in the first sentence of the text?
2. Are the export trade regulations always valid for a long time?
3. What does the abbreviation E.U. stand for?
4. Is it always easy for exporters to obtain payment? Why?
5. What sort of things affect the price of goods sent overseas?
6. What does a f.o.b. quotation mean?
7. Which term includes “cost, insurance and freight” to the port of destination?
8. Is the consignee of the despatched goods mentioned on the B/L?
9. Who are the copies of a B/L distributed to?

10. When do exporters adopt an “open account” term?
11. What does C.W.O. mean?
12. Is it always easy for exporters to ask cash on delivery? Why?

B. Exercises

1. Give the abbreviations of the following:

- a. European Union →
- b. Free on board →
- c. cost, insurance, freight →
- d. Bill of Lading →
- e. cash on delivery (Br. English) →
or collect on delivery (Am. Engl.) →
- f. cash with order →
- g. quotations →

2. Fill in the gaps with the suitable prepositions and/or the definite or indefinite article.

- a. fact, export trade has almost become science find your way through all official orders and regulations.
- b. International trade has different terms according which importer has pay expenses.
- c. course, it is difficult calculate all expenses when customer is thousands miles away.
- d. c.i.f. terms, the prices goods be exported include “cost, insurance and freight” to port destination.
- e. Exporters may ask cash order (c.w.o.) or cash delivery.
- f. some countries, example, the post office does not accept cash delivery parcels.

3. Which adjectives found in the text derive from the following words?

- | | |
|------------|---------------|
| a. differ | f. importance |
| b. confuse | g. rely |
| c. economy | h. sound |
| d. expense | i. open |
| e. nation | j. accept |

4. Which nouns derive from the following verbs?

- | | |
|-------------|--------------|
| a. export | g. calculate |
| b. confuse | h. transport |
| c. regulate | i. quote |
| d. import | j. deliver |
| e. restrict | k. insure |
| f. certify | l. consign |

5. Join the sentences using a relative pronoun. Use the 2nd sentence as a main clause. Put a comma where needed.

- Export trade is surely different from home trade. It is complicated and sometimes confusing.
- The B/L is made out in many copies. They are to be distributed to the exporter, the customer and/or the importer.
- Exporters usually ask for c.w.o. They are paid before the shipment arrives at its destination.
- The customers cannot get the goods without the B/L. They have to pay C.O.D.
- A f.o.b. quotation means "free on board". It is suggested when it is difficult to calculate the delivery expenses.

Vocabulary

export trade, εξαγωγικό εμπόριο
home trade, εγχώριο εμπόριο
complicated, περίπλοκος
confusing, συγκεχυμένος
science, επιστήμη
find my way through, βρίσκω άκρη με
official, υπηρεσιακός
order, διαταγή
regulation, κανονισμός
exporter, εξαγωγέας
allow, επιτρέπω
import, εισαγωγή
impose, επιβάλλω
restriction, περιορισμός
in the form of, με τη μορφή (του)
quotas (quotations), τρέχουσες τιμές
close-knit, στενά συνδεδεμένος
economic, οικονομικός
E.U. (European Union), Ευρωπαϊκή Ένωση/
Κοινότητα

currency, τρέχουσα τιμή συναλλάγματος
obtain, εξασφαλίζω
payment, εξόφληση, πληρωμή
require, απαιτώ
invoice, τιμολόγιο
certified, θεωρημένος, επικυρωμένος
consulate, προξενείο
demand, απαιτώ
certificate, πιστοποιητικό
origin, προέλευση
goods, αγαθά, προϊόντα
international, διεθνής
term, όρος
expenses, έξοδα
overseas, στο εξωτερικό
affect, επιδρώ, επηρεάζω
packing, συσκευασία
transport, μεταφορά
loading, φόρτωση
calculate, υπολογίζω

f.o.b. (free on board), όρος που σημαίνει ότι οι προσφερόμενες τιμές συμπεριλαμβάνουν το κόστος και τα έξοδα των εμπορευμάτων ως τη φόρτωσή τους στο λιμάνι προέλευσης
charge, χρέωση, χρεώνω
destination, προορισμός
delivery, παράδοση
freight, ναύλος
insurance, ασφάλεια
c.i.f. (cost, insurance and freight), όρος που σημαίνει ότι οι προσφερόμενες τιμές συμπεριλαμβάνουν το κόστος του εμπορεύματος, την ασφάλεια και τον ναύλο)
B/L (Bill of Lading), φορτωτική
acknowledge, γνωστοποιώ
receipt, παραλαβή
ship, φορτώνω και μεταφέρω
document, έγγραφο
in return of, σε ανταπόδοση
undertake, αναλαμβάνω

consignee, παραλήπτης
distribute, διαμοιράζω
deal with, διαπραγματεύομαι, έχω σχέση με, έχω να κάνω με
account, λογαριασμός
credit, πίστωση
reliable, αξιόπιστος
sound, σοβαρός, φερέγγυος
quarterly, ανά τρίμηνο
statement, κατάσταση (έγγραφο)
remit, εμβάζω
banker's draft, τραπεζική διαταγή για πληρωμή
c.w.o. (cash with order), εξόφληση μόλις δοθεί η παραγγελία
c.o.d. (cash on delivery), εξόφληση κατά την παράδοση
parcel, δέμα
surrender, παραδίδω
against payment, επί πληρωμή

Gathering information about export trade



Buying and selling within the same country is not as complicated as exporting in foreign countries is. Export trade, as opposed to domestic trade, demands right decisions, proper steps and transactions, and, last but not least, a large number of bureaucratic formalities.

Alex Brain is the president of a company who have made a hit with home trade. He has visited an official in the Ministry of Commerce to ask for some pieces of advice on what he has to do to expand his company's activities abroad. Here is part of their conversation.

Official : Well, please take a seat. What can I do for you?

Alex : I'll come straight to the point. I'd like to gather information about export trade, you know, promotion and distribution methods...

Official : I see....

Alex : First of all, how I can find out which countries are willing to buy the kind of products I want to promote, if they are in need of them and if the products are going to sell well.

Official : Well, it's the easiest thing I can do for you. We have a lot of statements and other documentation here, which show the population, the production, the consumption and the foreign exchange reserves for every single country in the world. Furthermore, you have to be aware of the trade restrictions for each country.

Alex : Do you mean the quotas and customs tariffs?

Official : That's right. But you will also have to get export licences and exchange permits.

Alex : What about distribution and retailing?

Official : Trade missions can give you reports with a lot of information. You know what trade missions are. Groups of officials and businessmen sent by a government to a foreign country to discuss an agreement, so as to increase trade between the two countries. I'll give you some names and telephone numbers to get in contact with them. And... there is the Chamber of Commerce, as well. I think you belong to this association, don't you? Well, you can collect a lot of information there, and have a clear opinion on the export trading conditions.

Alex : Good. Now let's talk about something else. Do you think it would be a good idea, if I mail my catalogues of products and price lists?

Official : Yes. And... if your prices are competitive, there is a great possibility for you to make a good start in the field of export. I also think it would be wiser, if you quote - let's say - a free on board export price plus estimated delivery costs.

Alex : Oh, Yes. In this way, the offered price of the products appear to be low at a glance, because costs for packaging, insurance, tariffs, transportation and freight are then added to fix the wholesale price.

- Official** : Exactly.
- Alex** : And what do you think I should do for the distribution of the products that are to be exported?
- Official** : Choosing a good distributor is your first step. He will buy your products in the same way domestic customers do. Then, he will resell it to make a profit, of course. A bonus for extra sales would be an incentive for higher sales.
- Alex** : I see. But how could I find the appropriate persons?
- Official** : Names, addresses and comments on their productivity are in the trade directories which are available in our ministry department - the General Directorate of Commerce. The trade mission could also be helpful to you.
- Alex** : And one more question to finish. What should the contract between our company and the distributor include?
- Official** : Well, things like the terms of sale to customers, guarantee on the product, agreement for after-sales service, methods of compensation for any defect or imperfection of the product, payment terms, ports of exit, methods of promotion and means of referring a dispute to arbitration in case of disagreement.

A. Questions

1. Why is export trade more complicated than domestic trade?
2. Why has Alex Brain visited the official in the Ministry of Commerce?
3. Which factors contribute to the successful running of the export trade?
4. What do we mean by the term "trade restrictions"?
5. How can someone get information for the distribution of a product abroad, and its retailing?
6. What are the trade missions?
7. Are competitive prices helpful for a good start in the field of export trade?
8. How can offered prices of the products appear to be low at the first look?
9. How could an exporter give incentive to a distributor for higher sales?
10. Where could he find the proper persons for the distribution of a product?

B. Exercises

1. Find the words or expressions in the text meaning the following:

- a. purchasing
- b. difficult to understand
- c. abroad

- d. in contrast with
- e. suitable
- f. home trade
- g. have great success in
- h. seek (for)
- i. the act of bringing goods to public notice in order to increase sales
- j. lists
- k. number of people living in a country
- l. to know
- m. official written statement giving someone the right to do sth.
- n. a person who works in government
- o. explicit
- p. sector
- q. in addition to
- r. at the first look
- s. additional payment beyond what is usual
- t. efficiency
- u. a book or list of names
- v. come to an end
- w. fault; sth lacking or imperfect
- x. the settlement of an argument by the decision of a person or group chosen by both sides.

2. Find the words or expressions in the text the meaning of which is opposite to the following:

- a. buying
- b. different
- c. export trade
- d. unsuitable
- e. have failed in
- f. limit
- g. within the same country
- h. wrong
- i. reduce
- j. minus
- k. unpacking
- l. lose money
- m. exclude
- n. perfection

- o. agreement
- p. entrance

3. Fill in the blanks with nouns (found in the text).

Verb	Noun
a. inform
b. decide
c. transact
d. visit
e. act
f. promote
g. distribute
h. produce
i. consume
j. restrict
k. quote
l. export
m. report
n. govern
o. associate
p. agree
q. compensate
r. pay
s. arbitrate
t. dispute

4. Fill in the gaps with the right preposition.

- a. Domestic trade is not complicated export trade.
- b. A large number bureaucratic formalities are needed.
- c. He has visited an official to ask some pieces information.
- d. What can I do you?
- e. How can I find which countries are willing buy the kind product I want to promote?
- f. You have be aware the trade restrictions each country.
- g. Trade missions are groups officials sent a government a foreign country to discuss an agreement so to increase trade between the two countries.
- h. If you collect a lot information, you will have a clear opinion the export trade conditions.

5. Find the spelling mistakes in the following paragraph and correct them.

Bying and shelling within the shame country is not as complecated as exporting in foreign countrys is. Export trade as opossed to domestic trade dimands rite decisions, propere steps and trunsactions, and last but not leest, a large number of biurocratic formalities.

Vocabulary

gather, συλλέγω, συγκεντρώνω
complicated, περίπλοκος
as opposed to, αντίθετα με, σε αντίθεση με
domestic trade, εγχώριο εμπόριο
transaction, συναλλαγή, συνδιαλλαγή
bureaucratic, γραφειοκρατικός
formalities, διατυπώσεις
make a hit with, έχω εντυπωσιακή επιτυχία
official, υπάλληλος, εκτελεστικό στέλεχος
ministry, υπουργείο
commerce, εμπόριο
expand, επεκτείνω
come to the point, “μπαίνω” στο θέμα
promotion, προώθηση (προϊόντων)
distribution, διανομή, κατανομή
promote, προωθώ (προϊόντα)
statement, κατάσταση, λίστα
documentation, τεκμηρίωση, έγγραφα
consumption, κατανάλωση
exchange reserves, συναλλαγματικά αποθέματα
restriction, περιορισμός
quotas, τρέχουσες τιμές
customs tariff, τελωνειακή/δασμολογική κατάταξη
tariff, δασμολόγιο
licence, άδεια (έγγραφο)
exchange, συνάλλαγμα
permit, άδεια (που χορηγείται από τις αρχές)

distribution, διανομή
retailing, λιανική πώληση
trade mission, εμπορική αντιπροσωπεία
Chamber of Commerce, Τεχνικό Επιμελητήριο
association, σύνδεσμος, ένωση
competitive, ανταγωνιστικός
field, τομέας
quote, καθορίζω/δίδω τιμή
free on board (f.o.b.), όρος που σημαίνει ότι οι προσφερόμενες τιμές συμπεριλαμβάνουν το κόστος και τα έξοδα των εμπορευμάτων ως τη φόρτωσή τους στο λιμάνι προέλευσης
at a glance, με μια ματιά
freight, ναύλος
wholesale, χονδρική πώληση
incentive, κίνητρο (οικονομ.)
comment, σχόλιο
productivity, αποδοτικότητα, παραγωγικότητα
directory, ευρετήριο, κατάλογος
directorate, διεύθυνση, διοίκηση
contract, συμβόλαιο
guarantee, εγγύηση
compensation, αποζημίωση
defect, ελάττωμα
imperfection, ατέλεια
refer a dispute to arbitration, παραπέμπω μια διαφορά σε διαιτησία

Export financing

Julia is attending a training course on export financing. She is discussing about how to finance exports, with her trainer.

Julia : Well, from what I have heard, I draw the conclusion that one of the most important documents needed for export financing is the letter of credit. Could you give us a detailed description of this kind of document?

Trainer : The L/C, or the letter of identification, as it is also called, is a letter from a bank to another bank, by which a customer – named in the letter – is given the right to obtain the money, credit or goods he may need, up to a stated value, for which the writer of the letter takes responsibility. In simple words, a letter of credit is a written promise from a buyer – through his bank – to pay the seller.

Julia : Is there only one type of L/C for a trader to handle the way of payment?

Trainer : Oh, no. There are commercial L/Cs, confirmed L/Cs, irrevocable L/Cs, open L/Cs, revocable L/Cs, revolving and straight L/Cs, traveller's L/Cs, unconfirmed L/Cs and some others.

Julia : Could you tell us which types of L/Cs are the most widespread in the field of export financing?

Trainer : Well... L/Cs, to be really safe, should be both irrevocable and confirmed.

Julia : And what should we know about these two types of L/C?

Trainer : An irrevocable L/C is a promise of payment which cannot be cancelled without the agreement of the correspondent bank where payment is to be made. A confirmed L/C is a promise by the paying bank, that it will be responsible for any credit given in connection with the L/C.

Julia : Is the letter of credit enough for an exporter to obtain the money owed to him from a bank which is in cooperation with the importer's bank?

Trainer : Surely it's not. He can get his money after he has fulfilled the terms of the sales contract. To be more explicit, he has to present to his bank the commercial invoice, the insurance certificate and the bill of lading or the air-way bills.

Julia : I think, all this is done because the paying bank must be sure that the exporter has forwarded the goods and the buyer has received them.

Trainer : Exactly.

- Julia** : But which type of L/C secures immediate payment to the seller?
- Trainer** : The irrevocable L/C of course. As I have already told you, methods of payment cannot be revoked. Under these terms the seller's bank can cash in advance.
- Julia** : And what about the open accounts?
- Trainer** : It's a method of exchanging goods, according to which the customer is given credit, and payment is to be made some time in the future. The agreed period for payment is usually monthly or quarterly. Of course, this method demands the reliability of the buyers. Sellers have to know if their customers' banking system is highly solvent.
- Julia** : I see... but which is the most popular method of payment?
- Trainer** : The sight draft or bill, as it is also named. According to this type of payment, buyers pay for the goods they are going to receive, as soon as they are shipped. In this way, sellers can collect their money as soon as they have sent the goods.
- Julia** : Could you also tell us something about the time bills?
- Trainer** : Yes. Time bills or time drafts.... Well, a time draft is a type of payment according to which money is payable at a stated number of days after the date during which the bill was drawn. In case the money is payable at a stated number of days after presentation, it is also called term sight or term bill or term draft.
- Julia** : And what is the characteristic of this method of settlement?
- Trainer** : According to this method, the customer – that is the buyer – takes possession of the goods as soon as he accepts the draft, but he puts off payment for one, two or three months as it was agreed beforehand.
- Julia** : A method for clever customers... If I were a buyer I would adopt this method of discharge...
- Trainer** : On condition that your suppliers accept that...

A. Questions

1. What is the subject of the training course Julia is attending?
2. Which is one of the most important documents needed for export financing?
3. What is the letter of credit?
4. Name the types of letters of credit mentioned in the dialogue.
5. Which types of L/Cs are the most widespread in the field of export financing?
6. Can the promise of payment in an irrevocable L/C be cancelled?
7. Who is responsible for any credit given according to the confirmed L/C?
8. Which documents are necessary for an exporter to obtain his money?
9. Which type of L/C secures immediate payment to the seller?

10. What can the future period for payment be, when sellers and their customers cooperate on the basis of an open account?
11. When are buyers going to pay in advance, on condition that the goods are shipped but they haven't been received yet?
12. What is the characteristic of the method of payment through a term draft?

B. Exercises

1. course, line, range, turn, queue, order: Use each word once to complete the blanks in the following sentences:

- a. Will you please write the staff's names in alphabetical ?
- b. The company's staff is going to attend a on the latest technology innovations.
- c. A note should be of three or four
- d. Whose is it to make a speech?
- e. There was a long at the bus-stop, so I hired a taxi.
- f. The of products they produce are always of high quality.

2. Match the following:

- | | |
|----------------|---|
| a. training | 1. belief, trust |
| b. finance | 2. that cannot be changed |
| c. credit | 3. called off; given up |
| d. obtain | 4. being given practice |
| e. irrevocable | 5. accomplished; achieved |
| f. cancelled | 6. provide money for |
| g. fulfilled | 7. every three months |
| h. forwarded | 8. get |
| i. quarterly | 9. written order for money to be paid by a bank |
| j. draft | 10. sent |

3. Rewrite each sentence so that it will contain the word given in capitals, and so that the meaning will remain the same. The word in capitals must not be changed.

- e.g. Julia went to London so that she could attend a training course on export financing.
TO ATTEND.
Julia went to London to attend a training course on export financing.
- a. You must get a Letter of Credit, to have the right to obtain your money. SO THAT

- b. He obtained the Letter of Credit to pay the seller. COULD
- c. Customers are given a credit to settle their payments later in the future. SO AS
- d. An irrevocable L/c cannot be cancelled if you don't have the agreement of the correspondent bank. WITHOUT
- e. He cannot get his money before he has fulfilled the terms of the sales contract. AFTER
- f. You use a Letter of Credit to obtain your money. FOR

4. Choose the best item to complete the blanks.

- a. She is attending a course.
1. trainer, 2. training, 3. trainee
- b. The L/c is one of the most important
1. documentations, 2. documentaries, 3. documents
- c. The who is named in the letter can get the money.
1. customer, 2. customs, 3. custom
- d. It cannot be cancelled without the of the bank where payment is to be made.
1. agreeable, 2. agree, 3. agreement
- e. The exporter can get the money from a bank which is in with the importer's bank.
1. cooperator, 2. cooperation, 3. cooperative
- f. have to know if their customers' credit is good.
1. Sales, 2. Sells, 3. Sellers.

5. Fill in the gaps:

VERB	NOUN
a.	export
b.	trainer
c.	conclusion
d. describe
e. identify
f.	buyer
g.	payment
h. agree
i. cooperate
j.	importer
k. certify

l.	secure
m.	demand
n.	ship
o.	presentation
p.	collect
q.	state
r.	settlement
s.	possession
t.	accept

Vocabulary

financing, χρηματοδότηση (επιχειρήσεως)

training, κατάρτιση, εκπαίδευση

finance, χρηματοδοτώ

trainer, εκπαιδευτής

draw a conclusion, βγάζω συμπέρασμα

document, έγγραφο

letter of credit, (L/c. L/C), πίστωση, πιστωτική επιστολή

letter of identification, επιστολή που επιβεβαιώνει την ταυτότητα και την υπογραφή κατόχου πιστωτικής κάρτας

obtain, παίρνω, εξασφαλίζω

credit, πίστωση

goods, προϊόντα

stated, συμφωνημένος, καθορισμένος

take responsibility, αναλαμβάνω ευθύνη

trader, έμπορος

handle, χειρίζομαι

Commercial L/C, ενέγγυος (εμπορική) πίστωση

confirmed L/C, βεβαιωμένη πίστωση

irrevocable L/C, ανέκκλητος/αμετάκλητος πίστωση

open L/c, πίστωση άνευ ειδικών όρων

revocable L/c, ανακλητή πίστωση

revolving L/c, επιστροφική/ανανεούμενη αυτομάτως πίστωση

straight L/c, βεβαιωμένη και ανέκκλητος πιστωτική επιστολή

traveller's L/c, ταξιδιωτική πιστωτική επιστολή

unconfirmed L/c, ενέγγυος πίστωση μη βεβαιωμένη από τη μεσολαβούσα τράπεζα

widespread, ευρέως/πλατιά διαδεδομένος

cancel, ακυρώνω

agreement, συμφωνία, σύμβαση

correspondent bank, ανταποκρίτρια τράπεζα

payment, εξόφληση, εκπλήρωση χρηματικής υποχρέωσης

in connection with, σε σχέση με

owe, οφείλω

cooperation, συνεργασία

importer, εισαγωγέας

contract, συμβόλαιο

explicit, σαφής

bill of lading (b/l), φορτωτική

air-way bill, αεροφορτωτική

revoke, ανακαλώ

cash in advance, προπληρώνω

open account, ανοιχτός λογαριασμός

reliability, αξιοπιστία

solvent, φερέγγυος, αξιόχρεος

sight draft, τραβηκτική όψεως

sight bill, τραβηκτική όψεως

ship, φορτώνω προς μεταφορά

time draft (time bill), τραβηκτική προθεσμίας

stated, συμφωνημένος, (καθ)ορισμένος

draw a draft/bill, εκδίδω επιταγή ή τραβηκτική

term sight/term bill/term draft, τραβηκτική προθεσμίας

settlement, διακανονισμός, τακτοποίηση, εξόφληση

take possession of (sth), γίνομαι κάτοχος

accept, αποδέχομαι, υπογράφω ως αποδέκτης σε τραβηκτική/επιταγή

draft, τραβηκτική

put off, αναβάλλω

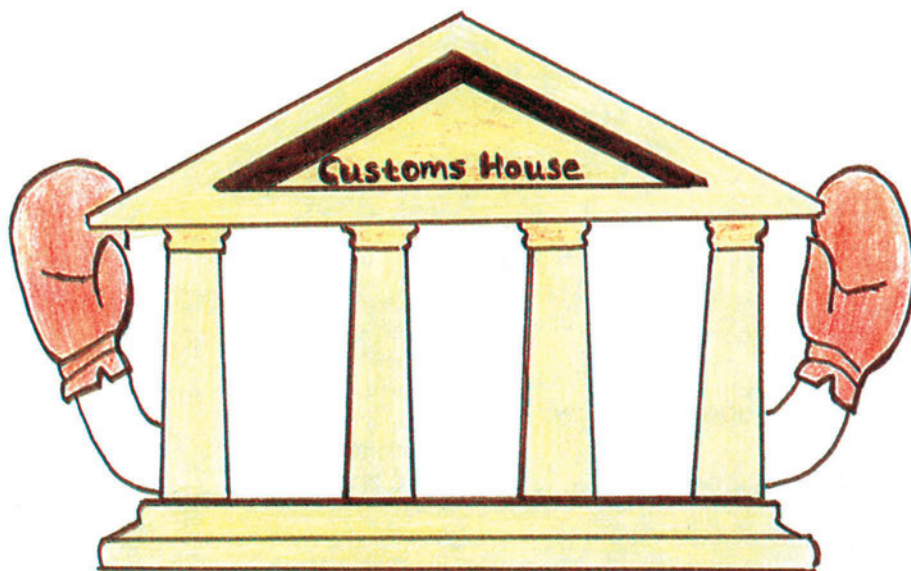
beforehand, εκ των προτέρων

adopt, υιοθετώ, ακολουθώ

discharge, αποδέσμευση, απαλλαγή

supplier, προμηθευτής

Customs; a complicated government machine



Governments issue a **customs tariff** which is an official printed table showing the rate of the customs duty that is to be paid on goods imported into their country.

The taxes on imports as well as on exports of commodities are called **customs duties** which are collected by the Customs at ports, airports and at customs posts on land frontiers.

All the formalities which are necessary to be presented to the **Customs officers**, before they allow goods to be cleared, are known as **customs clearance**. The act of entering and recording with the Customs the import or export of a consignment of goods is what commercial people call **customs entry**. This is done by means of the **bill of entry** or the **customs declaration**. It's a statement made - by an importer or exporter - to the Customs, listing and giving detailed description of the goods on which duty will have to be paid.

Import duties are, in other words, taxes on goods coming into the country, for the purpose of raising money or protecting industry against foreign competition. Another target of the restoration of this kind of duty is to reduce imports and to help balance of payment to be corrected.

Furthermore, **import quotas** are also placed by governments, so that only a fixed quantity of a commodity can be imported into a country in a certain period.

In this way, there is a limit to the amount of foreign exchange that is going to leave the country. There is also a protection of home industry and a strengthened possibility of bargaining with a foreign country.

The **excise duty** has nothing to do with the import duty, as many people believe. This kind of duty is placed on some home-produced things such as tobacco, drinks, petrol and fuel oil.

Export duties are duties on goods that are to be exported. If a trader is both an importer and an exporter, the **customs debenture** is a negotiable instrument for him. It's a document given by the Customs to an exporter who has the right to claim back duties paid on goods that were earlier imported under drawback.

Anyway, importers and exporters are obliged to act strictly under Law, otherwise they are at the risk of being sued by the state authorities. To avoid such entanglements, they have to ask for the services of a **Customs-broker** or a **clearing agent**, as he is also called, who is specially skilled in completing the formalities needed to clear imported or exported goods through Customs. Customs - brokers are usually paid by commission and they can overcome any difficulties that may come up during a clearance, because they are well-aware of the Customs legislation.

Apparently, all the above-mentioned customs formalities are needed only when the import or export country does not belong to a **customs union**. This is a union of a number of countries which form a single customs area within which there are no customs duties or other limiting controls on trade between the member countries. Apart from that, common customs duties are charged on all goods imported into the union from other countries that do not belong to the union. An example of such a union is our European Union.

A. Questions

1. What is the customs tariff?
2. How do we call the taxes on imported or exported commodities?
3. What does a customs clearance include?
4. By which means is the act of customs entry done?
5. What is the bill of entry?
6. Why are import duties imposed by governments?
7. Why are import quotas placed by governments?
8. What is a negotiable instrument for a trader, if he is both an importer and exporter?
9. What is a Customs broker's job?
10. Are customs formalities needed when the import or export country belongs to a Customs Union?

B. Exercises

1. Fill in the blanks.

Verb	Noun
.....	government
import
.....	collection
allow
.....	clearance
.....	protection
.....	competition
.....	restoration
pay
limit
strengthen
entangle
legislate

2. Find who the person is.

e.g. He exports commodities. **exporter**

- He deals with trade.
- He imports goods.
- He holds an important position in the Customs House.
- He clears imported or exported goods through Customs.
- He belongs to a group.
- He comes from Europe.

3. Fill in the blanks with the infinitive or the -ing form of the verbs in brackets.

- The act of (enter) and (record) with the Customs the import or the export of a consignment of goods is what we call "customs entry".
- Another target of the restoration of this kind of duty is to (reduce) imports and (help) balance of payment to be corrected.
- There will be a limit of the amount of foreign exchange that is going to (leave) the country.
- Export duties are duties on goods that are to (import).

- e. They are obliged (act) strictly under law.
- f. They are at the risk of (be) sued by the state authorities.

4. Fill in the gaps using: who, whose, whom, which, of which.

- a. It's an official printed table showing the rate of the customs duty is to be paid.
- b. He is the person all the formalities are necessary must be presented to.
- c. He is the person task is to allow goods to be cleared.
- d. The Customs broker, you have to hire, will complete the formalities needed to clear the imported goods.
- e. The imported goods, the clearance will take place tomorrow, are given detailed description in this statement.
- f. The customs debenture, is a negotiable instrument for traders, is given by the Customs to exporters have the right to claim back duties paid on goods that were earlier imported under drawback.

5. Match the following so as to give meaningful phrases.

- | | |
|-------------|--------------|
| a. customs | 1. duties |
| b. bill of | 2. tariff |
| c. import | 3. countries |
| d. clearing | 4. entry |
| e. home | 5. industry |
| f. european | 6. agent |

Vocabulary

Customs, τελωνείο
government, κυβέρνηση
issue, εκδίδω
customs tariff, τελωνειακή/δασμολογική
κατάταξη, δασμολόγιο
official, επίσημος
rate, τιμή, αναλογία
customs duty, τελωνειακός δασμός
tax, φόρος
commodity, εμπόρευμα, προϊόν, είδος
frontier, σύνορο
formalities, διατυπώσεις
Customs officer, (ο) τελωνειακός
clear, εκτελωνίζω

(customs) clearance, εκτελωνισμός
enter, εγγράφω, καταχωρίζω
record, καταγράφω, κρατώ πρακτικά/ μητρώο
consignment, αποστολή (εμπορευμάτων)
(customs) entry, (τελωνειακή) καταχώρηση
bill of entry, κατάσταση διασάφησης (εισαγωγής εμπορευμάτων)
customs declaration, δηλωτικό (εμπορευμάτων), τελωνειακή δήλωση/διασάφηση
list, καταγράφω/εγγράφω σε κατάσταση
raise money, εισπράττω/συλλέγω χρήματα
target, στόχος, σκοπός
restoration, απόδοση, «επιβολή»
reduce, μειώνω

balance of payment, ισοζύγιο πληρωμών
quota, αναλογία/ποσοστιαία διανομή (αδειών εισαγωγής ή εξαγωγής)
import quotas, ποσοτώσεις/οροφές εισαγωγής
place, θέτω, επιβάλλω
limit, όριο
strengthen, ενισχύω, (εν)δυναμώνω
bargain, παζαρεύω, διαπραγματεύομαι
excise duty, φόρος κατανάλωσης (για οινοπνευματώδη ποτά και τσιγάρα)
fuel oil, υγρά καύσιμα
(customs) debenture, πιστοποιητικό επανεξαγωγής, διασάφηση επανεξαγωγής
negotiable, διαπραγματεύσιμος
instrument, έγγραφο, όργανο

document, τεκμήριο, τίτλος, έγγραφο
right, δικαίωμα
claim back, αξιώνω, επικαλούμαι
drawback, επιστροφή (κατά την εξαγωγή) δασμών εισαγωγής
sue, διώκω (ποινικά), ενάγω
state authorities, κρατικές αρχές
entanglement, μπλέξιμο, μπέρδεμα
Customs broker, εκτελωνιστής
clearing agent, εκτελωνιστής
commission, προμήθεια (χρηματική)
overcome, ξεπερνώ, ανταπεξέρχομαι
legislation, νομοθεσία
union, ένωση
charge, χρεώνω

Consolidation exercises

1. expect, look forward to, wait (for), hope: Use each verb, at least once, in the correct form to fill in the blanks in the following sentences:

- a. What do you the new manager to look like?
- b. I am to meeting you soon.
- c. Is the manager you to call?
- d. She to get the job.
- e. In what circumstances would she to getting the job?
- f. What are you doing here? Are you for someone?
- g. She doesn't to get the job, because she doesn't have the needed qualifications.
- h. Why is that man in the reception room? He is the manager.
- i. We you will find our offer competitive.
- j. We are to receiving the ordered goods without delay.

2. price, rate, charge, quotas, cost; choose the correct word, in either the singular or plural form, to complete the following:

- a. I would like to know the of these blankets.
- b. The Customs broker will make a for his services.
- c. The of a unit of a commodity is what we call
- d. What is the of exchange today between the sterling pounds and drachmas?
- e. The latest on the foreign exchange market have been reduced.
- f. The exporter gave me the for his new products which were too high, in comparison with the he used to charge for other products.
- g. The of this product is too high to be in the production line.
- h. The are high because production are very great.

3. a great deal of, a large number of, a considerable amount of; Use the above expressions to fill in the blanks in the following sentences.

- a. He makes a of money.
- b. A customers complain about the defective products.
- c. A companies have modern equipment.
- d. He gave me of information.
- e. He gave me a of support.

4. require, claim, demand, ask (for); fill in the blanks in the following sentences using, at least once, the above words.

- a. The secretary the office boy for some help.
- b. He the money from the insurance company.
- c. The exporter that the money should be paid to him in his country's currency.
- d. This suggestion careful thought.
- e. He to be treated equally with the rest of the staff.
- f. If you aren't consistent with your job you are trouble!
- g. The salesman for his travel expenses.
- h. Did you for the money from the insurance company after your accident?

5. Choose the correct item to fill in the blanks.

- a. the flight times before you book the tickets.
1. Control, 2. Advise, 3. Check, 4. Inform.
- b. Most companies their products on television.
1. announce, 2. advertise, 3. notice, 4. acknowledge.
- c. Our company cooperating with them.
1. avoid, 2. lack, 3. request, 4. settle.
- d. Our export manager is a visit to your country next week.
1. giving, 2. placing, 3. passing, 4. paying.
- e. I hope that the matter has been completely
1. done, 2. made, 3. settled, 4. completed.
- f. We that differences in colour are unavoidable.
1. realise, 2. confuse, 3. recognise, 4. expect, 5. hope.
- g. We appreciate your offer of a price.
1. diminished, 2. lessened, 3. reduced, 4. thinned.
- h. We shall on receipt of your pro-forma invoice.
1. admit, 2. remit, 3. permit, 4. insist.
- i. Our are payment on invoice.
1. terminology, 2. limits, 3. restrictions, 4. terms.
- j. and packing cases are included in the price.
1. Freight, 2. Fright, 3. Flight, 4. Fight.

6. Which adverbs derive from the following:

- | | | | |
|----------------|-------|-----------------|-------|
| a. real | | f. good | |
| b. substantial | | g. satisfactory | |
| c. kind | | h. exclusive | |
| d. grateful | | i. considerable | |
| e. prompt | | j. immediate | |

k. full	n. precise
l. possible	o. original
m. urgent	p. more

7. Match the following so as to form twenty-five pairs of synonyms.

a. fit in	1. reduction in price
b. range	2. examined
c. quotation	3. defective
d. substantial	4. match
e. grateful	5. series of products
f. discount	6. estimate
g. purchase	7. current price
h. prompt	8. receiver
i. turnover	9. deliver
j. subject matter	10. instant; immediate
k. renowned	11. carry out
l. limited	12. inevitable
m. inspected	13. send
n. execute	14. significant; important
o. despatch	15. main topic
p. notify	16. transaction
q. damaged	17. obliged
r. sum	18. products
s. unavoidable	19. acknowledge; let know
t. inconvenience	20. debit
u. charge	21. buy
v. calculate	22. restricted
w. consignee	23. discomfort
x. surrender	24. amount of money
y. commodities	25. famous; well-known

8. Match the following so as to form twenty-five pairs of antonyms.

a. willing	1. attractive
b. grant	2. domestic trade
c. satisfactory	3. exclude
d. include	4. reluctant
e. rise	5. refuse to give
f. reduced	6. vague; complicated
g. unattractive	7. send
h. complicated	8. defective
i. exporter	9. leave out

- | | |
|-----------------|--------------------|
| j. reliable | 10. take |
| k. export trade | 11. fall; decrease |
| l. expand | 12. put a limit to |
| m. wholesale | 13. increased |
| n. explicit | 14. weaken |
| o. solvent | 15. importer |
| p. strengthen | 16. receive |
| q. receive | 17. delayed |
| r. offer | 18. simple |
| s. despatch | 19. unreliable |
| t. prompt | 20. debit |
| u. accept | 21. untrustworthy |
| v. credit | 22. reject; refuse |
| w. enclose | 23. perfect |
| x. defective | 24. freedom |
| y. restriction | 25. retail |

9. Give the nouns (persons) that correspond to the following words:

- | | |
|-------------------|-----------------|
| a. representation | n. correspond |
| b. competitive | o. buy |
| c. send | p. receive |
| d. bank | q. manage |
| e. manufacture | r. inspect |
| f. sell | s. agency |
| g. market | t. science |
| h. retail | u. export |
| i. wholesale | v. import |
| j. instruct | w. distribution |
| k. execute | x. product |
| l. trade | y. collect |
| m. examination | z. train |

10. What do the following persons do? Give answers like in the example:

e.g. A **banker** is a person who owns or controls a bank.

- A **trader** is
- A **manager** is
- A **Customs officer** is
- A **Customs broker** is
- A **trainer** is

- f. A **trainee** is.....
- g. A **correspondent** is
- h. A **representative** is.....

11. Match each job in list A with a place in list B. More than one answers may be possible.

- | | |
|--------------------|--------------------------------|
| a. sales manager | 1. shipping company |
| b. accountant | 2. government office |
| c. official | 3. industry |
| d. trainer | 4. office |
| e. typist | 5. warehouse |
| f. Customs officer | 6. post office |
| g. packer | 7. Custom-House |
| h. postman/woman | 8. sales department |
| i. manufacturer | 9. vocational/technical school |
| j. freighter | 10. accounts department |

12. Complete each sentence with a word formed from the word in capitals.

- a. The company treats all its equally. EMPLOY
- b. We are considering the of new qualities to our stock. ADD
- c. If you give us a competitive we may place a substantial
QUOTE, ORDER
- d. We are interested in your terms of PAY
- e. With reference to your we are sending you a list of our products.
INQUIRE
- f. The goods can be inspected at our warehouse on REQUEST
- g. As soon as we receive your, we will arrange for by
banker's transfer. CONFIRM, SETTLE
- h. We require immediate SHIP
- i. We are returning the pieces to you, forward. CARRY
- j. On we found that the do not really agree with your
samples. EXAMINE, CONTAIN
- k. We acknowledge the of your letter. RECEIVE
- l. The company undertakes to deliver goods to the port and to the
..... . SHIP, CONSIGN
- m. He has visited an official in the of Commerce. MINISTER
- n. I'd like to gather information about and methods.
PROMOTE, DISTRIBUTE
- o. These statements show the and the for every single
country in the world. PRODUCT, CONSUME

- p. The letter of is very important. IDENTIFY
- q. Has the the goods? EXPORTER, FORWARD
- r. The agreed period for payment is usually or MONTH, QUARTER

13. Correct the words spelled incorrectly.

- a. tarrif
- b. comodities
- c. exise
- d. dibenture
- e. legislassion
- f. irevocable
- g. promice
- h. corespondent
- i. settlment
- j. possetion
- k. supplyer
- l. transaxion
- m. bureacratic
- n. freight
- o. prodactivity
- p. garante

14. Replace the wrongly used words with proper ones to have meaningful sentences.

- a. Your sails representative called yesterday.
- b. Supply us with patterns of your compete range.
- c. We want your insurance that you will not sell this range of products to other firms.
- d. Your advertisement is in this weak's issue.
- e. Currency restrictions inquire invoices to obtain payment from other countries.
- f. We are willing to grand you this concession.
- g. Our shipping company acknowledges the receipt of the goods threw this document.
- h. We are sure that our goods will meat your requirement.
- i. He wanted to ask for some peaces of advice.
- j. We are pleased to inform you that the some of £ 10,000 was remitted yesterday.

15. Put the verbs in brackets in their correct form.

- a. On (*check*) we found that some of the goods were badly damaged.
- b. On the (*attach*) price list we have given our lowest quotations.
- c. Your request to (*give*) the exclusive sale for Athens is somewhat unusual.
- d. Some mistake (*make*) and the goods have been wrongly delivered.
- e. We (*not hear*) from you since we received your last order.
- f. We hope that the matter (*settle*) in the near future.
- g. We expect that you (*find*) our quality excellent.
- h. Some countries (*allow*) imports without difficulties some time ago.
- i. Currency restrictions often make it difficult (*obtain*) payment from certain countries.
- j. When someone sends goods overseas, several things (*affect*) the price.
- k. The terms of payment usually (*depend*) on the customer.
- l. We look forward to (*receive*) your order.
- m. On examination we (*find*) that the contents do not really agree with our order.
- n. While (*offer*) our sincere apologies, we inform you that the new piece has been despatched without further (*charge*).
- o. The bill of lading (*be*) a title to the goods.
- p. We strongly (*advise*) you to avail yourself of this exceptional opportunity.

16. Listen to the letter and for each of the questions (a-f) tick one box to show whether the statement is true or false.

- a. The letter is a reply to a complaint.
- b. The goods mentioned are sheets and blankets.
- c. One complaint is mentioned in the letter.
- d. The blankets are torn and defective.
- e. The company are returning the wrong bales.
- f. The company who receive the goods will pay for their carriage.

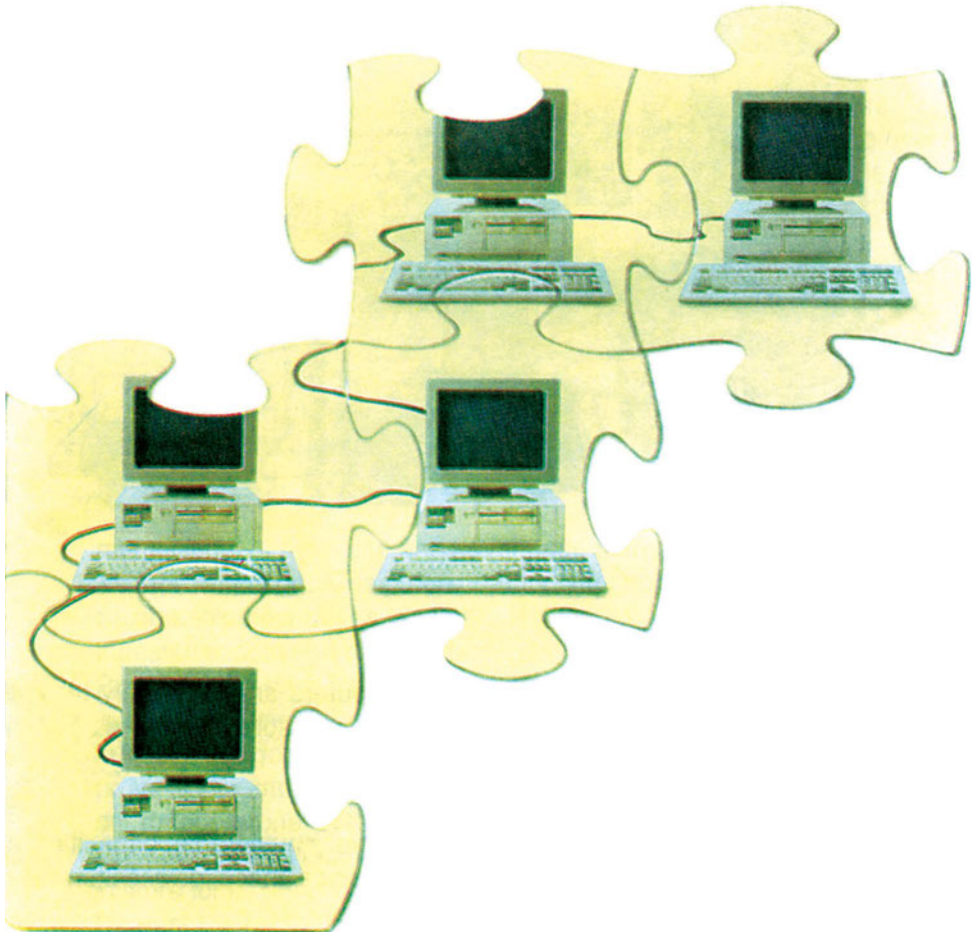
True	False

UNIT 4

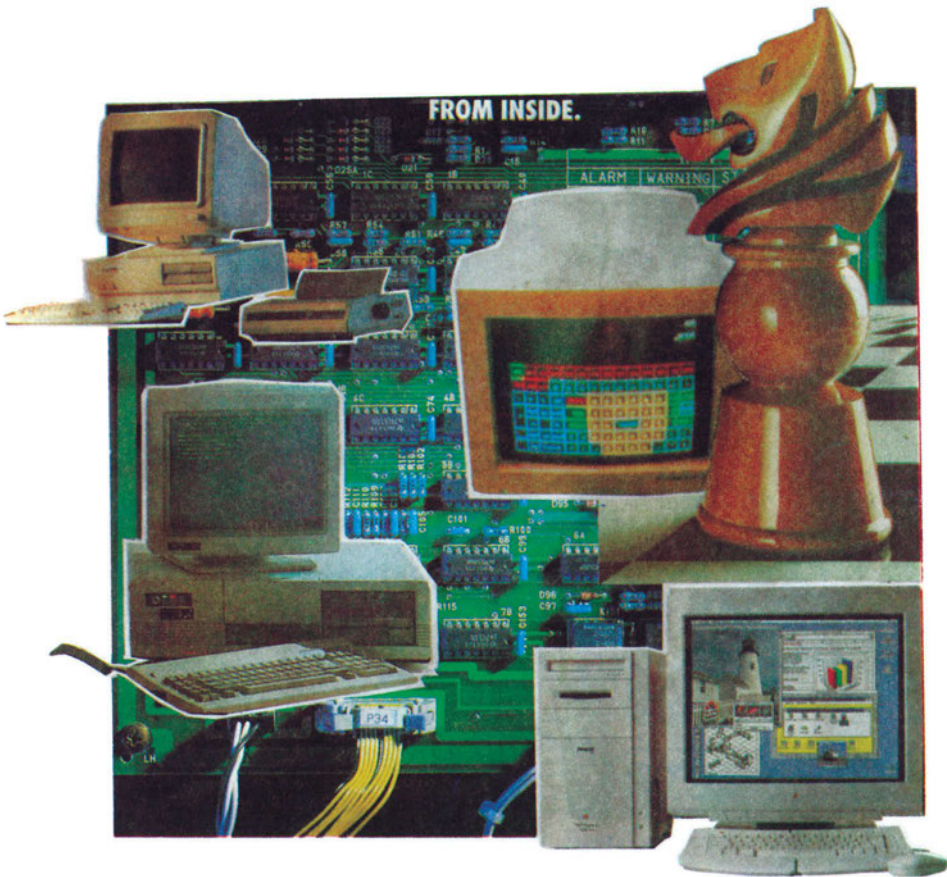
Chapter	Function	Language work
1. Do you get on well with computers?	Expressing opinions - Acquiring vocabulary - Reporting facts - Confirming information	Identifying words with their definitions - Derivatives - Forming sentences - Completing sentences with prepositions - Turning into reported speech - Question tags
2. Computers in Banking	Describing processes and utilities - Acquiring vocabulary - Reporting facts - Hypothesizing	Matching synonyms and antonyms - Completing sentences with prepositions - Direct → Indirect speech - 1 st , 2 nd , 3 rd Conditional
3. New scope for micros	Expressing opinions - Describing features - Acquiring vocabulary - Revising Tenses	Completing sentences with prepositions - Derivatives - Synonyms - Completing sentences with verbs in their proper form
4. Function, use and size of the computer	Describing processes and features - Acquiring vocabulary - Emphasizing processes	Identifying words with their definitions - Multiple choice - Solving a puzzle - Correcting errors - Passive → Active Voice
5. The high tech pitch	Describing qualities and features - Acquiring vocabulary - Describing the utility of items	Matching synonyms - Finding words in a grid - Making questions - Active → Passive Voice
6. The terminal salesman	Giving information and facts - Expressing opinions - Acquiring vocabulary - Revising Tenses	Odd-man-out - Correcting mistakes - Identifying parts of speech - Comparatives - Putting verbs in their proper tense
7. Reengineering	Giving information and facts - Expressing opinions - Acquiring vocabulary - Emphasizing processes	Matching - Correcting errors - Identifying True - False Statements - Odd-man-out - Active → Passive Voice

Unit 4

Computers in our life



Do you get on well with computers?



Tom is trying to persuade Laura that computers are very likely to outlive human beings and to become our biological successors. Here is part of their conversation.

Tom : Tell me Laura, don't you think that the innumerable capacities and skills of computers are threatening, since these devices tend to replace human beings?

Laura : Come on, Tom. You're exaggerating! I personally think that the

computer is a machine, like all the others, monitored and guided by human beings. We are the ones who give it the elements, the data or whatever else they are called, and make it work. The computer without you and me is a completely useless device.

Tom : You are utterly wrong! What you say was happening long ago, in the past, but now... Oh now... the computer has almost invaded the privacy in our lives. It has become a super-intelligent aggressive machine which will, in all probability, take everything over in the future.

Laura : Tom, you scare me! You can't really be serious! What makes you say all that? You certainly don't mean that – just because computers have a tremendous speed and accuracy – they can be compared to the human brain, which is so complicated and which consists of millions of cells!

Tom : Laura, Laura! Don't be so simple-minded and naive. Computers are only at the beginning of their "career"... They still have a long way to go. But remember! They will reach the point of attacking their programmers and retaliating through their new methods and ideas. In the future, they will be a serious threat to all people! They will dominate over us and put our freedom to danger. They will make hard bargains and will become cruel blackmailers. They will be negotiating things with us! Wake up Laura! Wake up!

Laura : Nonsense! Computers will always remain brainless machines, with an artificial memory and a manageable mechanism. They will never become knowledgeable, in the sense man is. They'll always be performing all the tedious and boring tasks, such as paying bills, arranging programmes, making travel reservations and designing industrial machinery. They will always be working under man's supervision and control. And, furthermore, if I want to be frank, I hate these stupid "gadgets", because they have caused unemployment, have deprived many clerks of their job and have made many others redundant. And it's not only that. Computers gather information about people, gossiping behind our backs, and this is humiliating! It is a suppression of human freedom and dignity!

Tom : Poor Laura! I wish I could agree with you. But there's no reason for quarrelling. Time will show. Don't forget, however, that apart from the human intelligence, there is the electronic intelligence, which may prove higher and stronger and which will surely be an invincible successor to "our throne" in the natural evolution of life on this planet.

Laura : Oh, how happy I am to know that the future has a computerised world in store for us!

Tom : Dearest Laura! Calm down. It's not so tragic, after all!

A. Questions

1. What is Tom trying to do?
2. In Laura's opinion, is there anything special about computers?
3. In what way, do you think, can the computer be an "aggressive" machine?
4. What does Tom mean when he says that "computers are only at the beginning of their career"?
5. Why, according to Tom, will computers become a serious threat to all people?
6. What kind of memory and mechanism do computers have according to Laura?
7. What kind of tasks does Laura claim that computers perform?
8. Why does Laura hate computers?
9. What other kind of intelligence is there, apart from the human one, according to Tom?
10. What is Tom's personal attitude towards computers?

B. Exercises

1. Find the words in the text which have the same meaning as the following:

- a. convince
- b. live longer than
- c. special abilities to do sth well
- d. too many to be counted
- e. making sth seem larger, better or worse than it really is
- f. controlled
- g. information in a form that can be processed by and stored in a computer system
- h. completely; absolutely
- i. always ready to quarrel or attack
- j. consisting of many closely related or connected parts
- k. too willing to believe without proof
- l. doing sth bad to someone who has done sth bad to you
- m. have or impose control or power
- n. talking with another person or group in order to try to come to an agreement or settle an argument
- o. long, tiring and uninteresting; boring
- p. taken away from; prevented from using or having
- q. no longer employed because there is not enough work
- r. too strong to be defeated

2. Complete the following table:

VERB	NOUN	ADJECTIVE
persuade
exaggerate
guide
invade
mean
compare
retaliate
.....	threat
dominate
negotiate
.....	manager
.....	knowledgeable
.....	industry
.....	redundant
.....	information
.....	quarrel
.....	point
.....	strong
.....	evolution
.....	suppression

3. Use the following words and / or phrases in sentences of your own so that their meaning is clear.

likely to, whatever else, in the past, privacy, in all probability, take over, just because, compared to, consists of, reach the point of, dominated over, made a hard bargain, artificial, made reservations, furthermore

4. Rewrite the sentences using the new prompts.

- Do you agree that the capacities of the computer are innumerable?
Tom asked Laura
- A computer without you and me will be a completely useless device.
Laura explained to Tom
- If you don't make the machine work, you will be fired.
He warned him

- d. Don't be rude and aggressive if you want to get on well with your colleagues.
Her boss warned her.....
- e. You are a cruel blackmailer.
She called him
- f. Have you arranged the programmes and made all the travel reservations?
He wanted to know if I
- g. Computers have caused unemployment, as they have deprived many clerks of their jobs.
Laura has said
- h. There is no reason for quarrelling since I can't make you change your mind.
Tom told Laura

5. Fill in the blanks with the right preposition and add question tags at the end of each sentence.

- a. Tom is trying ——— persuade Laura that computers are likely ——— outlive human beings, ?
- b. Tom says that computers, ——— all probability, will take ——— us ——— the future,?
- c. Laura thinks that computers can't be compared ——— the human brain,?
- d. The human brain consists ——— millions ——— cells,?
- e. Toms has said that computers will reach the point ——— attacking their programmers and retaliating ——— their new methods,?
- f. ——— the future they will be a serious threat ——— all people,?
- g. Laura believes that computers will always work ——— man's supervision and control,?
- h. Computers have deprived many clerks ——— their jobs,?
- i. Computers are likely ——— become an invincible successor ——— man's throne ——— the natural evolution ——— life ——— this planet,?
- j. Laura is sarcastic, when she says that she is happy ——— know that the future has a computerised world ——— store ——— people,?

Vocabulary

get on (well) with, τα πάω καλά με
persuade, πείθω
outlive, επιζώ
biological, βιολογικός

successor, διάδοχος
capacity, ικανότητα
skill, δεξιότητα, ικανότητα
innumerable, αναρίθμητος, αμέτρητος

exaggerate, υπερβάλλω
monitor, παρακολουθώ (λειτουργία μηχανήματος σε οθόνη)
guide, ελέγχω, καθοδηγώ
element, στοιχείο
data, στοιχεία, δεδομένα, πληροφορίες
device, συσκευή, μηχανήμα
utterly, απόλυτα
invade, εισβάλλω, παραβιάζω
privacy, εκούσια απομόνωση / μοναξιά
aggressive, επιθετικός
take sth over, αναλαμβάνω (διεύθυνση, διοίκηση)
scare, τρομάζω
tremendous, φοβερός, καταπληκτικός
speed, ταχύτητα
accuracy, ακρίβεια, ορθότητα
be compared to, συγκρίνομαι με
brain, μυαλό, εγκέφαλος
complicated, περίπλοκος
consist of, αποτελούμαι/απαρτίζομαι από
cell, κύτταρο
simple-minded, απλοϊκός, απονήρευτος
naive, αφελής, ευκολόπιστος
programmer, προγραμματιστής
retaliate, εκδικούμαι
threat, απειλή
dominate (over), κυριαρχώ (σε)
freedom, ελευθερία
bargain, αγοραστική ευκαιρία, συμφωνία αγοραπωλησίας
make a bargain, παζαρεύω, διαπραγματεύομαι
cruel, σκληρός, αδίστακτος
blackmailer, εκβιαστής
negotiate, διαπραγματεύομαι
brainless, άμυαλος
artificial, τεχνητός

memory, μνήμη
manageable, εύχρηστος, εύκολος στη χρήση
mechanism, μηχανισμός
knowledgeable, γνώστης, πληροφορημένος, ενήμερος
perform, επιτελώ, εκτελώ
tedious, πληκτικός, ανιαρός, βαρετός
boring, ανιαρός, βαρετός
task, έργο, εργασία, καθήκον
bill, λογαριασμός
arrange, κανονίζω, διευθετώ
reservation, κράτηση (σε ξενοδοχείο, εστιατόριο, κ.λπ.)
design, σχεδιάζω
industrial, βιομηχανικός
machinery, μηχανήματα
supervision, εποπτεία, έλεγχος
furthermore, προσέτι, επί πλέον
frank, ειλικρινής
hate, μισώ, απεχθάνομαι
gadget, μηχανική επιινόηση, μαραφέτι
cause, προκαλώ, προξενώ
unemployment, ανεργία
deprive sb of sth, στερώ κάτι από κάποιον
redundant, περιττός, πλεονάζων
gather, συγκεντρώνω, συλλέγω
gossip, κουτσομπολεύω
humiliating, ταπεινωτικός, εξευτελιστικός
suppression, καταστολή
dignity, αξιοπρέπεια
electronic, ηλεκτρονικός
invincible, αήττητος, ακατανίκητος
throne, θρόνος
evolution, εξέλιξη
planet, πλανήτης
have in store for, (επι)φυλάσσω
tragic, τραγικός

Computers in Banking



Christine is talking to her eight-year-old brother, Tony. He wants to know about her new job in the bank.

- Tony** : Tell me something about your new job, Christine. Is it interesting?
Christine : Oh, yes, it is.
Tony : What do you do there?
Christine : I'm one of the computer operators in the bank.
Tony : Really? Do you play many games? Are they more difficult than those I play on my computer?
Christine : (*laughing*): No. Silly boy! I don't play games there. Nobody plays in a bank. We work there.
Tony : Work! With computers? Sounds funny.
Christine : Computers do many things. Since they are very efficient, banks use them for many kinds of work.
Tony : Such as...
Christine : Such as monitoring accounts....

Tony : What is an account?

Christine : It's money kept with the bank. The first time you put it in the bank, you open an account.

Tony : How often can you put money in the bank?

Christine : You can put it, that is to say, deposit it, whenever you have enough money and want to make a deposit.

Tony : And, what happens if you need some of this money? Can you take it back?

Christine : Oh, yes. You can make a withdrawal. That is, take money out of your account. Computers keep all records of customers, deposits and withdrawals.

Tony : What else do computers do for people?

Christine : Customers can do their banking at any time of the day. They can go to an outside window where they punch their code number on a computer. The computer will take care of their deposit or withdrawal. If they are depositing, they put their money in an envelope and insert it in the machine...

Tony : Is that the box we see on the wall outside a bank?

Christine : Yes, and if the customer is withdrawing, the machine will return money in an envelope.

Tony : Oh, That's wonderful! Can I withdraw money like that, too?

Christine : Yes, if you've got an account in the bank. Have you got one?

Tony : Hmm...

Christine : Never mind. I'm sure you'll have one before long.
Furthermore, thanks to computers, customers can settle their bills without going to the bank.

Tony : How does it work?

Christine : The computers in banks can communicate with computers in other places. People don't have to carry cash or cheques with them when they go shopping. When they buy something at a store, the computer can immediately subtract money from their bank account and add it to the store's account.

Tony : Oh, that's very clever. Computers do so many things!

Christine : Yes. It's hard to imagine the banking world without computers.

A. Questions

1. Where does Christine work?
2. What does she do there?
3. How can someone open an account in a bank?

4. How can customers do their banking when the bank is closed?
5. How can customers settle their bills without going to the bank?
6. Is it necessary for people to carry cash or cheques with them, when they go shopping? Why?

B. Exercises

1. Match the following so that you make five pairs of similar items.

- | | |
|--------------|---|
| a. withdraw | 1. put money in the bank |
| b. deposit | 2. capable |
| c. efficient | 3. money kept with a bank |
| d. subtract | 4. take money out of an account |
| e. account | 5. take (a number, quantity) away from (another number, etc.) |
| f. cash | 6. money in coins or banknotes |

2. Rewrite the sentences using the prompts given without changing their meaning.

- a. Tell me something about your new job.
Tony asked Christine.....
- b. I'm one of the computer operators in the Bank.
Christine said that
- c. What is an account?
Tom wanted to know
- d. Can I withdraw money like that?
Tony asked Christine if
- e. I'm sure you'll have a computer before long.
Christine told Tony that.....
- f. Have you got an account in the Bank?
Christine asked Tony if

3. Give the antonyms of the words below.

- | | |
|----------------|------------|
| a. interesting | g. funny |
| b. difficult | h. before |
| c. efficient | i. without |
| d. deposit | j. buy |
| e. outside | k. clever |
| f. subtract | l. hard |

4. Fill in the missing prepositions.

- a. Banks use the computers many kinds work.
- b. An account is money kept a bank.
- c. To withdraw is to take money an account.
- d. Computers help customers do their banking any time the day.
- e. The computers in banks can communicate computers other places.
- f. The computers take care people's deposits or withdrawals.
- g. People don't have carry cash when they have a credit card them.
- h. The computers can subtract money one's account and add it a store's account.

5. Put the verbs in the parentheses in their correct form.

- a. If you need some of your money, you (can) make a withdrawal.
- b. You (open) an account, if you put money in a bank.
- c. If you had an account in a bank, you (have) credit cards.
- d. If you (know) your new code number, you could deposit your money now.
- e. If he had withdrawn more money, he (buy) all the things he needed.
- f. If I (think) about it earlier, we could have subtracted some money and gone shopping.

Vocabulary

computer, ηλεκτρονικός υπολογιστής

banking, τραπεζικές εργασίες

operator, χειριστής

game, παιχνίδι

sound, (επί λεγομένων) δίνω την εντύπωση, μοιάζω, φαίνομαι

funny, αστείος

efficient, αποτελεσματικός, αποδοτικός

monitor, ελέγχω ή παρακολουθώ (λειτουργία μηχανήματος σε οθόνη)

account, λογαριασμός

keep, φυλάσσω

deposit, καταθέτω χρήματα, κατάθεση χρημάτων (για φύλαξη ή επένδυση)

withdrawal, ανάληψη (χρημάτων)

record, αρχείο, καταχώρηση, μητρώο, φάκελος

customer, πελάτης

punch, διατρύπω

code number, κωδικός αριθμός

take care, φροντίζω

envelope, φάκελος

insert, εισάγω, ενθέτω

withdraw, αποσύρω (χρήματα), κάνω ανάληψη (χρημάτων)

thanks to, χάρη σε, ένεκα

bill, λογαριασμός

communicate, επικοινωνώ

cash, μετρητά, ρευστό χρήμα

cheque (check), επιταγή

store, κατάσταση

immediately, αμέσως

subtract, αποσύρω, αφαιρώ

add, προσθέτω

imagine, φαντάζομαι

New scope for micros

a. The use of microcomputers gives yourself an edge

Marketing specialists are going through a crisis of indecision. While they sense that information technology is reshaping markets and the way in which business is conducted, they are unsure of what equipment they need and how to use it.

Many companies that fail to adopt new technology will lose considerable ground to competitors that can and will use microcomputers to give themselves an edge.

The critical questions to be asked at this stage are fairly straightforward. The first is: what, if any, is the company's present mainframe or mini system configuration?

Once a personal microcomputer has been bought for use in the marketing department, it can communicate with an existing mainframe. This is a situation most first-time users overlook; they get a PC, only to find that it is not compatible with the company's main computer.

Equally, as the number of PCs in the company increases, it is easy to set up facilities for the computers to be networked to one another. Again, consistency in hardware is essential to permit future networking and the sharing of corporate information.



Personal computer (PC)



Pocket Computers

A. Questions

1. What kind of crisis are marketing specialists going through?
2. What aren't these specialists sure of?
3. What will happen to many companies that fail to adopt new technology?
4. What can a PC communicate with?
5. What do most first-time users find out as soon as they get a PC?
6. Why is consistency in hardware essential?

B. Exercises

1. Put the verbs in the brackets in their correct form and add the prepositions needed.

- a. Many companies fail new technology because of indecision. (adopt)
- b. The company has bought a PC. They it in accountancy. (use)
- c. Tom hasn't succeeded a job yet. (find)
- d. I congratulated him the job. (get)
- e. A PC can an existing mainframe. (communicate)

2. Use the correct tense of the verbs in brackets. (More than one possibilities)

- a. Marketing specialists through a crisis of indecision nowadays. (go)
- b. Many companies that have failed to adopt new technology considerable ground to competitors. (lose)
- c. I'll give you the address when I a house to live in. (find)
- d. He will not start the new programme until he another PC. (buy)
- e. As he is a first-time user he his PC well. (not operate)

3. Match the word in column A with its correct definition in column B.

- | | |
|----------------|--|
| 1. department | a. very serious |
| 2. critical | b. make or become larger in amount or number |
| 3. main | c. accept |
| 4. personal | d. section |
| 5. increase | e. most important, essential, basic |
| 6. communicate | f. contact |
| 7. adopt | g. concerning, belonging to, or for the use of a particular person |
| 8. compatible | h. that can exist or work together with another |

4. Complete the table below.

VERB	NOUN
sense
.....	information
fail
conduct
.....	equipment
adopt
.....	competitor
communicate
.....	user
increase
.....	facility
permit

5. Read the text again and find what or who the words in bold print refer to.

e.g. While **they** sense that information technology ... (line 2)

answer: Marketing specialists

a. **they** are unsure of ... (line 5)

b. what equipment they need and how to use **it**. (line 7)

c. to give **themselves** an edge. (line 12)

d. The **first** is: (line 15)

e. **it** can communicate with an existing mainframe. (line 20)

f. **they** get a PC, only to find that ... (line 22)

g. **it** is not compatible with the company's main computer. (line 23)

Vocabulary

scope, ευκαιρία

micro/microcomputer, μικροϋπολογιστής

give oneself an edge, τα βγάζω πέρα, βρίσκω λύση/άκρη

marketing, τεχνική εμπορίας, μάρκετινγκ

specialist, ο ειδικός, ο ειδήμονας

go through, περνώ, αντιμετωπίζω

crisis, (**plur. crises**), κρίση

indecision, αναποφασιστικότητα, δισταγμός

sense, έχω την αίσθηση (ότι), νομίζω

reshape, ανασχηματίζω

conduct, διεξάγω, διευθύνω

unsure, αβέβαιος
equipment, εξοπλισμός
company, εταιρία
adopt, υιοθετώ
considerable, αξιοσημείωτος, σημαντικός
competitor, ανταγωνιστής
critical question, κρίσιμο ερώτημα
stage, στάδιο, φάση
fairly (+adj.), αρκετά
straightforward, σαφής, καθαρός, φανερός
mainframe, μεγάλα υπολογιστικά συστήματα
configuration, διαμόρφωση
communicate, επικοινωνώ
first-time user, πρωτάρης στη χρήση, που χρησιμοποιεί για πρώτη φορά
overlook, παραβλέπω
PC (Personal Computer), ατομικός

υπολογιστής
pocket computer, υπολογιστής τσέπης
compatible, συμβατός
equally, εξίσου
increase, αυξάνω, -ομαι
set up, οργανώνω, στοιχειοθετώ
facility, ευκολία, άνεση
be networked, αποτελώ δίκτυο, συνδέομαι
consistency, συντονισμός, συσχετισμός, συνέπεια
hardware, υπολογιστής (σαν σύνολο μηχανημάτων / υλικού συστήματος υπολογιστή)
essential, ουσιώδης
permit, δίνω την δυνατότητα, επιτρέπω
networking, δίκτυο επεξεργασίας
sharing, κατανομή, μοίρασμα
corporate, ενσωματωμένος

New scope for micros

b. Function, use and size of the computer

In the previous text we got a general idea about microcomputers and the company's mainframe or mini system configuration.

The second question to deal with is the proposed function of the computer. It is advisable to list the key tasks the micro will be expected to perform, so that the right hardware can be chosen. It's also important to establish what sort of software will be required to perform specialised sales and marketing jobs.

The third question is "who will use the computer?" The person who is to operate the micro should have a certain amount of training and basic keyboard skills.

Many marketing applications for the micro fall into the area of planning, product line analysis, financial analysis or forecasting; these are fairly routine computer operations once the software is mastered. It is therefore often necessary for the marketing director merely to decide what information is required, and leave the data input and reporting to more junior members of the department.

The final question to be asked is what size of computer will be needed. The answer must be based on a detailed response to the first three questions. Once the type of computer, the applications and the operating personnel have been decided, the memory capacity of the microcomputer should be given careful consideration.



Most computers have a facility for additional storage in the form of hard disks, either resident in the computer or separate. But to construct, say, a large spreadsheet, a full memory in the computer will be required to handle the software. This aspect should be discussed in detail with the dealer that supplies the hardware.

A. Questions

1. How can someone choose the right hardware?
2. What is required to perform specialised sales and marketing jobs?
3. What skills should the operator of the micro have?
4. Which tasks can the marketing director leave to more junior members of the department?
5. What is the final question to be asked?
6. What is needed to construct a large spreadsheet?

B. Exercises

1. Rewrite the sentences with the new prompts without changing their meaning.

- a. Microcomputers are expected to perform a lot of tasks.
People
- b. The right hardware can be chosen after hard thinking.
The buyers
- c. Certain kinds of software will be required to perform specialised sales and marketing jobs.
The customers
- d. Careful consideration should be given to the memory capacity of the computer.
People
- e. The aspect should be discussed in detail with the dealer.
The buyer

2. Find the word or phrase in the text which means the same as the following:

- a. to be about; to be concerned with
- b. special activity of a thing
- c. to do; to carry out a piece of work
- d. machinery which makes up a computer
- e. the computer's programmes and stored information
- f. facts; information

- g. the quantity of data that can be stored
- h. to make a choice or judgement

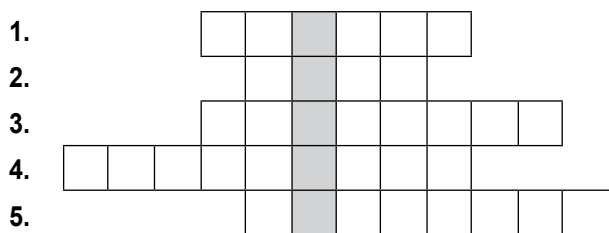
3. Choose the right preposition to fill in the blanks.

- a. The system is based the new technology.
1. in, 2. on, 3. at, 4. with
- b. Please, explain everything detail.
1. on, 2. at, 3. in, 4. of
- c. He'll have his own ideas that subject.
1. about, 2. under, 3. with, 4. at
- d. This new book deals computers.
1. at, 2. in, 3. about, 4. with

4. Based on the text find the wrong words and replace them with the correct ones to have meaningful sentences.

- a. We've already got a general idea about microcomputers and the company's mainstay or mini system confirmation.
- b. The person who is to overrate the microcomputer should have a certain account of training.
- c. Many marketing applications for the micro fall into the area of planting, product life analysis, final analysis or forecasting.
- d. Since the type of computer, the applicants and the operating personnel have been decided, the memory capillarity of the micro should be carefully thought out.
- e. Most computers have a facsimile for additional stores in the form of high disks.
- f. A hard disc can be either residential in the computer or prepared.

5. Solve the puzzle and find the hidden word formed vertically in the shadowed squares.



- 1. Ability to remember events and experience.
- 2. Piece of plastic used for storing computer information.
- 3. Ability to do or perform something easily.

4. The largest and most powerful type of computer.
5. The set of systems (in the form of programs) which control the operation of a computer.

Vocabulary

function, λειτουργία
previous, προηγούμενος
text, κείμενο
company, εταιρεία
mainframe, μεγάλα υπολογιστικά συστήματα
configuration, διαμόρφωση
deal with, διαπραγματεύομαι, ασχολούμαι με
propose, προτείνω
advisable, ενδεδειγμένος, ορθός
list, κάνω κατάλογο
key tasks, σημαντικές εργασίες, κύρια καθήκοντα
expect, περιμένω, προσδοκώ
perform, εκτελώ, εκπληρώνω, διεκπεραιώνω
hardware, υλικό, σύνολο μηχανημάτων υπολογιστή
choose, επιλέγω, διαλέγω
establish, στηρίζω (άποψη κ.λπ.), διαπιστώνω
software, λογισμικό
require, απαιτώ
specialised, εξειδικευμένος
sales, πωλήσεις
marketing jobs, εμπορικές εργασίες
operate, χειρίζομαι/χρησιμοποιώ (μηχάνημα)
micro (microcomputer), μικροϋπολογιστής
certain amount of training, επαρκής εκπαίδευση/εξάσκηση/κατάρτιση
keyboard, πληκτρολόγιο
skill, ικανότητα, επιδεξιότητα
application, εφαρμογή
fall into, κατανέμομαι, αφορώ, εμπίπτω
area, περιοχή, πεδίο
planning, σχεδιασμός, προγραμματισμός
product line, σειρά ομοίων εμπορευμάτων/προϊόντων
analysis (plur. analyses), ανάλυση
financial, οικονομικός
forecasting, πρόβλεψη

fairly, αρκετά
operation, λειτουργία
once, από τη στιγμή που
it is mastered, έχει κατανοηθεί τέλεια, είναι οργανωμένο τέλεια
director, διευθυντής
merely, απλώς, μόνο
decide, αποφασίζω, επιλέγω
data, στοιχεία, δεδομένα, πληροφορίες
input, είσοδος (πληροφοριών)
reporting, αναφορά
junior, νεότερος
department, τμήμα
final, τελικός
be based on, βασίζομαι σε
detailed, λεπτομερής
response, απόκριση, απάντηση
personnel, (το) προσωπικό (εταιρείας, καταστήματος, κ.λπ.)
capacity, χωρητικότητα, ικανότητα
memory, μνήμη
consideration, μελέτη, εξέταση
facility, ευχέρεια, δυνατότητα, άνεση
additional, επιπρόσθετος
storage, αποθήκευση
form, μορφή, τύπος
hard disk, σκληρός δίσκος
resident (disk), εσωτερικός/ενσωματωμένος δίσκος/επεξεργαστής
separate, χωριστός
construct, κατασκευάζω, φτιάχνω, διαμορφώνω
say, ας πούμε
spreadsheet, λογιστικό φύλλο
handle, χειρίζομαι
aspect, άποψη, θέμα
dealer, έμπορος, ντήλερ
supply, τροφοδοτώ, εφοδιάζω, προμηθεύω

The high tech pitch



Technological developments have had a dramatic effect on the techniques of direct marketing. New technologies, from laser printing to videodisc, are now being used in all stages of direct marketing campaigns.

Here are some of the current technological achievements:

1. Companies keep lists or "marketing files" and, through their computers they record customer history.
2. Television receivers are being sold with the promise "ready to receive cable and satellite".
3. There is an electronic mail between businesses.
4. The teletext dream is becoming a reality.
5. Thanks to laser printing 7,000 letters come out an hour including a personal PS on the reverse of the letter.
6. The use of computer power to locate the best prospects drawn upon the relevant information is something that is already taken for granted.
7. There are also exciting developments in printing and in paper handling; the choice of paper is widening.

But in spite of all the advances, no technology is of any value unless it is useful and used.

A. Questions

1. What affects the techniques of direct marketing?
2. Where are new technologies being used?
3. What do companies do through their computers?
4. What do television receivers promise?
5. How many letters come out per hour with the help of laser printing?
6. Which use of the computer power is taken for granted?
7. When is technology valuable?

B. Exercises

1. Put the verbs in brackets in the right tense.

- a. The development of technology (have) an exciting effect on direct marketing.
- b. Companies (record) customer history through their computers.
- c. There (be) no electronic mail between businesses a few years ago.
- d. Teletext (be) a reality in the near future.
- e. If the device (not be) useful the company would not have used it.

2. Based on the text, give questions to the following answers.

- a. Laser printing and videodisc.
- b. Through their computers.
- c. There is an electronic mail between businesses.
- d. No, it is becoming a reality.
- e. In printing and in paper handling.

3. Match the following:

- | | |
|----------------|---|
| a. technology | 1. making marks on paper etc., by pressing it with inked type |
| b. printing | 2. something successfully finished or gained esp. through skill and hard work |
| c. marketing | 3. science of industrial art |
| d. achievement | 4. branch of business concerned with advertising |
| e. file | 5. forward movement; development |
| f. advance | 6. folder for keeping papers in, especially in an office |

4. Rewrite the sentences with the new prompts without changing their meaning.

- They are now using new technologies in all stages of direct marketing campaigns.
New technologies
- Companies record customer history through their computers.
Customer history
- They will use an electronic mail between businesses.
An electronic mail
- Laser printing has made letter writing more quick.
Letter writing
- The development of technology has affected the techniques of direct marketing.
The techniques of direct marketing
- Tom didn't know anything about the changes in the company. They hadn't told him.
Tom didn't know anything about the changes in the company. He

5. How many words from the text can you find in the grid?

A	M	U	A	L	L	A	S	E	R	X
C	A	P	R	I	N	T	I	N	G	S
U	R	O	E	P	B	E	S	T	V	A
S	K	N	L	I	S	T	S	D	I	T
T	E	L	E	T	E	X	T	J	D	E
O	T	D	O	C	A	B	L	E	E	L
M	I	I	K	H	N	A	L	S	O	L
E	N	R	M	A	I	L	H	O	D	I
R	G	E	U	S	E	D	O	R	I	T
T	E	C	H	N	I	Q	U	E	S	E
P	S	T	P	A	P	E	R	W	C	Z

Vocabulary

high, υψηλός

tech (technology), τεχνολογία

pitch, εκτίναξη

high tech pitch, επιτεύγματα υψηλής τεχνολογίας

technological, τεχνολογικός

development, ανάπτυξη, εξέλιξη

dramatic, εντυπωσιακός, συνταρακτικός

effect, επίδραση, συνέπεια

technique, τεχνική

direct, άμεσος
marketing, τεχνική εμπορίας, μάρκετινγκ
direct marketing, άμεση διαφήμιση προϊόντος
laser printing, εκτύπωση με (ακτίνες) λέιζερ
videodisc, δίσκος video
videodisc, βιντεοδισκέτα
stage, στάδιο, φάση
campaign, εκστρατεία, καμπάνια
current, τρέχων, ισχύων, (επι)κρατών
achievement, επίτευγμα
company, εταιρεία
keep, κρατώ, διατηρώ
list, κατάλογος
file, φάκελλος ταξινόμησης εγγράφων, ντοσιέ
computer, ηλεκτρονικός υπολογιστής
record, καταγράφω, καταχωρίζω
customer, πελάτης
history, (το) ιστορικό
television receiver, τηλεοπτικός δέκτης, συσκευή τηλεόρασης
promise, υπόσχεση
cable, καλωδιακή σύνδεση, καλώδιο
satellite, δορυφορική σύνδεση

electronic, ηλεκτρονικός
teletext, τηλεκείμενο
dream, όνειρο
reality, πραγματικότητα
thanks to, χάρη σε, ένεκα
include, περιλαμβάνω, συμπεριλαμβάνω
personal, προσωπικός
P.S. (postscript), υστερόγραφο
reverse, οπίσθια όψη/πλευρά
power, δύναμη, ισχύς, δυνατότητα
locate, εντοπίζω, εξακριβώνω
prospect, προοπτική/πιθανότητα εξέλιξης των πραγμάτων
draw upon, παίρνω/αποσπώ (πληροφορίες) από
relevant, σχετικός
take for granted, παίρνω/θεωρώ ως δεδομένο
exciting, συναρπαστικός
handling, χειρισμός, χρήση
choice, επιλογή
widen, διευρύνομαι, ευρύνω, διευρύνω
in spite of, παρά, παρά το γεγονός ότι
advance, εξέλιξη, πρόοδος
value, αξία



The terminal salesman



New technology: *Provides up-to-date information, increasing the productivity of the sales force.*

A survey undertaken a few years ago expressed concern about the under-utilisation of computers in the sales function. The survey report observed that “computers are mainly used to reduce clerical effort. At least half of the companies surveyed are ignoring the opportunities for improving the performance - the sales force”. Fortunately, the situation has now improved, and numerous companies are making extensive use of the new technologies in the sales function. The major aim of all applications is to reduce administrative costs and save time. It is also to increase the productivity of the sales force, provide more accurate and up-to-date marketing information and improve customer services. A key factor behind the introduction of this equipment was the need to provide facilities to enable the salesmen to concentrate on their direct selling activities rather than on quotations and estimating. The pocket computers have been programmed to prompt the salesmen to ask the right questions of their prospects. They also help them to highlight methods of financing, tax implications and so on.

In the rapidly changing environment of new technology, there are frequent product and price changes. It is therefore an added attraction of the system that it makes rapid updating of products and prices possible. Changes are loaded into the pocket computers, via cassette and tape recorder.

A. Questions

1. What did an undertaken survey a few years ago express?
2. Do all the surveyed companies know the opportunities for improving the sales force?
3. How has the situation improved now?
4. What is the major aim of all new technological applications?
5. How are changes loaded into the pocket computer?

B. Exercises

1. Complete the following by putting the verbs in brackets into the correct tense.

In 1985, an English company (undertake¹) a survey about the use of computers. Some years after that, another company (undertake²) the same kind of survey. The report of the old survey (notice³) that computers (be⁴) only used to reduce difficulties.

Now the situation (improve⁵). A lot of companies use the new technologies extensively. The computers (be programmed⁶) to provide facilities and promote sales.

2. Write the boldfaced words in the appropriate column.

- a. A **survey** undertaken a few years ago **expressed concern** about the underutilisation of computers in the sales function.
- b. The survey **report** observed that computers are mainly used to **reduce** clerical effort.
- c. The **major aim** of all applications is to reduce administrative **costs**.
- d. It's also to increase and **improve** customer services.
- e. It's a key factor on their **direct** selling activities.
- f. In the **rapidly** changing environment of new technology, there are **frequent product** and price changes.

Verb	Noun	Adj.	Adv.

3. In each group of four words decide which one is the odd-man-out. Put it in a circle.

- a. at, in, on, near
- b. function, reduce, company, performance
- c. comes, was, sells, has
- d. function, computer, flower, technology
- e. productivity, mainly, fortunately, rapidly

4. Correct the wrongly spelled words in the following paragraph.

Fortuinatly, the situation has now improoved, and numerus companies are making extesive use of the new tecknologies in the sails function. The mayor aim of all aplications is to reduce administreitive costs and shave time.

5. Complete the following table:

positive	comparative	superlative
few
.....	least
extensive
.....	more
accurate
high
frequent
rapid

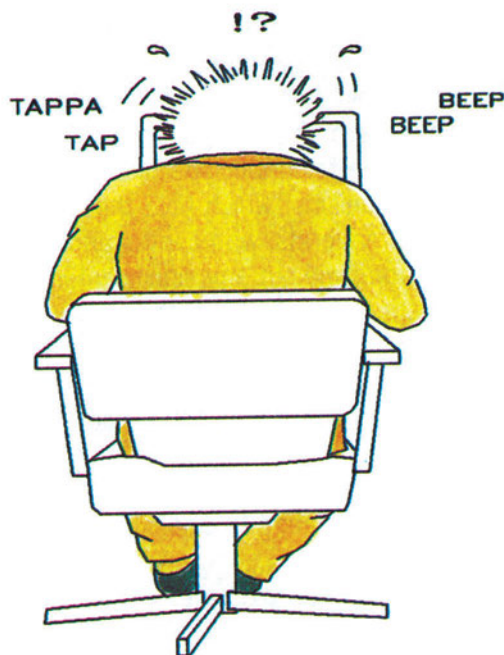
Vocabulary

terminal salesman, πωλητής που στηρίζει την αποτελεσματικότητα της εργασίας του στις πληροφορίες που παρέχει το «τερματικό» του ηλεκτρονικού υπολογιστή της επιχείρησης
provide, παρέχω, χορηγώ
up-to-date, μοντέρνος, σύγχρονος, ενήμερος
increase, αυξάνω
productivity, παραγωγικότητα

force, δύναμη, δυναμικό
survey, έρευνα, ερευνώ
undertake, αναλαμβάνω
concern, ενδιαφέρον
utilisation, χρήση
function, λειτουργία
report, αναφορά, πόρισμα
observe, παρατηρώ, διαπιστώνω

mainly, κυρίως
reduce, ελαττώνω, μειώνω
clerical, υπαλληλικός
effort, προσπάθεια
company, εταιρεία
ignore, αγνοώ
improve, βελτιώνω
performance, εκτέλεση, εκπλήρωση, επίτευγμα
numerous, πολυάριθμος
extensive, εκτεταμένος, εντατικός
aim, σκοπός, στόχος
application, εφαρμογή, χρήση
administrative, διοικητικός, διαχειριστικός
accurate, ακριβής
key factor, βασικός παράγοντας
introduction, εισαγωγή, καθιέρωση, χρήση
equipment, συσκευή, εξοπλισμός
facility, ευκολία, εξυπηρέτηση
enable, καθιστώ ικανό, παρέχω την δυνατότητα σε

concentrate, συγκεντρώνομαι
selling activity, δραστηριότητα πωλήσεων
quotation, τρέχουσα τιμή αγαθών
estimate, λογαριάζω, υπολογίζω, εκτιμώ
pocket computer, κομπιούτερ τσέπης
programme, προγραμματίζω
prompt, παρακινώ, προτρέπω
prospect, προοπτική
highlight, επιλέγω, τονίζω, δίνω έμφαση σε
financing, οικονομικά θέματα
tax implications, φορολογικά θέματα/επιπτώσεις/ συνέπειες
rapidly, ραγδαία
environment, περιβάλλον
attraction, πλεονέκτημα, θέλγητρο
updating, εκσυγχρονισμός
load, τροφοδοτώ
via, δια, δια μέσου
tape recorder, μαγνητόφωνο



Reengineering

What is “reengineering”? It is the replanning and redesigning of businesses; the rejoining of them for a better future. It’s a new financial “logic” lately devised by two famous American economists. These economists claim that most commercial industries still function according to the old-fashioned laws of the past time, when the economy played a “local role” and the customer was taken for granted. Today, however, the market is universal and so is the consumer. Therefore, the businessman and the trader, generally, are being attacked by competition from all over the world. Furthermore, the customer, being aware of every new product that comes out into the market, is able to order it from every distant corner of the earth.

Under these circumstances, every new businessman becomes automatically a powerful competitor against all the others, and every new customer has his own individual needs and demands personal treatment. He is sure to address to whoever gives it to him and wherever he finds it. As a result, commerce and industry have become fields of enormous insecurity and they are full of imponderable factors. Shops and factories close down and will continue to do so, unless “reengineering” is applied.

The two economists are proud of the fact that they have ensured an increase of the income of the companies, which asked for their help, up to 100%. They believe that the old golden rule which concerns the famous “division of labour” is not useful any more. The company which works with “boxes”, that is specialized sections and departments or specifically trained personnel, ends in the creation of whole mechanisms, which hold these “boxes” together, and in the forming of groups of bureaucrats, who control and arbitrate. In this way, the production remains the same, without any significant increase, the cost keeps going up and the customers gradually disappear.

The right company is the one which is run by the least number of managers and directors and which is constituted into groups of work. Each group of employees – if not every member of the group – can perform or carry out any one of the tasks which comprise the target of the company. Such an organisation is nowadays possible thanks to the computer science. If the computers work properly, many directors, managers and supervisors are going to become redundant.

“Reengineering” means that the roles are being determined by the skill and efficiency of each member of the staff and not by personal relationships or by chance. There arises, of course, a very difficult question; won’t this rejoining cause a great unemployment? Our economists accept this view.

However, the short span of life of many industries, which refuse to change their policy, will simply intensify the crisis and, in the end, unemployment will be greater for all of us. If businesses flourish again, through the abolition of the division of labour, there are still hopes of a full occupation for all people.

A. Questions

1. What is "reengineering"?
2. Who was it devised by?
3. What do the two American economists claim?
4. Do customers, today, order products only from the local market?
5. What are the new attitudes of businessmen and customers?
6. What characterizes commerce and industry today?
7. What will happen to shops and factories, unless "reengineering" is applied?
8. What have the two economists ensured?
9. Do the two economists believe that "division of labour" is useful?
10. What do we mean when we say "boxes" in business?
11. What does a company which works with "boxes" end in?
12. How should, according to the two American economists, a right company be organized?
13. Is such an organisation possible?
14. What will happen to a company if the computers work properly?
15. Do the two economists believe that there will be unemployment in the future?

B. Exercises

1. Match the following so as to form fifteen pairs of synonyms.

- | | |
|-------------------|----------------------------|
| a. planning | 1. appears |
| b. devised | 2. put into practice; used |
| c. function | 3. rising |
| d. being aware of | 4. designing; framework |
| e. comes out | 5. make stronger/greater |
| f. powerful | 6. banning |
| g. demands | 7. distributed |
| h. imponderable | 8. strong |
| i. applied | 9. duration; period |
| j. ends in | 10. invented |

- | | |
|----------------|--|
| k. going up | 11. knowing well |
| l. span | 12. results in |
| m. constituted | 13. asks for |
| n. intensify | 14. work; be in action |
| o. abolition | 15. of which the importance cannot be calculated or measured exactly |

2. Replace the wrongly used words with proper ones so as to form meaningful sentences:

- Most commercial industries still function according to the old-fashioned laws of the passed time.
- In the past, the customer was given for granted.
- Today, the market is universal and show is the consumer.
- The businessman is being attacked by competition from all over the world.
- Customers are able to order products from every instant corner of the earth.
- Commerce and industry have become fields of enormous insurance.
- Businesses usually work with "foxes", that is specialized actions and apartments.
- The right company is the one which is driven by the list number of managers and detectors and which is contributed into groups of work.

3. Rewrite the following sentences using the new prompts.

- Two famous American economists devised "reengineering".
"Reengineering"
- Businessmen and traders are being attacked by competition.
Competition
- Customers can order products from every distant corner of the earth.
Products
- Shops and factories will close down unless "reengineering" is applied.
Shops and factories will close down unless businessmen.....
- The two economists have ensured a great increase of the income of the businesses.
A great increase
- A right company should be run by only few managers and directors.
Only few
- Each group of employees are to perform or carry out any one of the tasks which comprise the target of the company.
Any one of the tasks
- "Reengineering" means that the roles are being determined by the skill and efficiency of each member of the staff.
"Reengineering" means that the skill

4. Based on the text, say whether the following statements are True or False.

- a. "Reengineering" is an old financial "logic".
- b. It has been devised by two famous American economists.
- c. These economists claim that the ways in which most commercial industries function are old-fashioned and must change.
- d. Today, every new customer has his personal needs and demands special treatment.
- e. Commerce and industry are not controlled by any imponderable factors.
- f. The two economists have increased the income of some companies up to 20%.
- g. They believe that the famous "division of labour" has proved to be useful.
- h. The business which works with "boxes", according to the two economists, is the most profitable one.
- i. Only few managers and directors should run a company.
- j. The two economists don't believe that unemployment will increase, when "reengineering" is put into practice.

5. Choose the odd-man-out.

- a. replanning, redesigning, redrawing, revealing
- b. declare, imply, denote, apply
- c. business, competitor, create, product
- d. for, over, and, from
- e. control, come, cost, significant
- f. run, trained, will disappear, constituted

**6. What are the advantages and disadvantages of "reengineering"?
Express your personal opinion in a paragraph of about 80 words.**

Vocabulary

reengineering, αναδιοργάνωση
replanning, επανασχεδιασμός
redesigning, επανασχεδιασμός, ανασύστα-
ση
rejoining, συνένωση, επανένωση
financial, οικονομικός
logic, λογική, σκεπτικό, τρόπος σκέψης
devise, επινοώ, εφευρίσκω, ανακαλύπτω
economist, οικονομολόγος
claim, ισχυρίζομαι, πιστεύω
commercial, εμπορικός
industry, βιομηχανία
function, λειτουργώ, εργάζομαι
law, νόμος, αρχή, κανόνας

economy, οικονομία
local, τοπικός, εγχώριος
role, ρόλος
customer, πελάτης
take for granted, παίρνω ως δεδομένο
market, αγορά
universal, παγκόσμιος
consumer, καταναλωτής
trader, έμπορος
attack, επιτίθεται
competition, συναγωνισμός, ανταγωνισμός
furthermore, προσέτι, επιπλέον
be aware of, είμαι γνώστης/ενήμερος
come out, εμφανίζομαι, βγαίνει

order, παραγγέλλω
distant, μακρινός
circumstances, περιστάσεις
powerful, ισχυρός, δυνατός
competitor, ανταγωνιστής
individual, ξεχωριστός, ατομικός
need, ανάγκη, απαίτηση
demand, απαιτώ
treatment, μεταχείριση, αντιμετώπιση
address to, απευθύνομαι σε
commerce, εμπόριο
field, τομέας, πεδίο
enormous, τεράστιος
insecurity, ανασφάλεια
imponderable, αστάθμητος
factor, παράγοντας
close down, κλείνω, παύω να λειτουργώ
apply, εφαρμόζω
ensure, εξασφαλίζω
increase, αύξηση
income, εισόδημα, οικονομικά (ουσ.)
golden, χρυσός (επιθ.)
rule, κανόνας
concern, αφορά (σε)
division, διαίρεση, καταμερισμός
labour, εργασία
specialized, εξειδικευμένος
section, τομέας
department, τμήμα
trained, εκπαιδευμένος, καταρτισμένος
personnel, το προσωπικό
end in, καταλήγω σε
creation, δημιουργία
mechanism, μηχανισμός
forming, σχηματισμός
bureaucrat, γραφειοκράτης
control, ελέγχω
arbitrate, διαιτητεύω
production, παραγωγή
remain, παραμένω
significant, αξιοσημείωτος, σημαντικός

cost, κόστος
keep (+ing), συνεχίζω, εξακολουθώ
go up, αυξάνω
gradually, σταδιακά
disappear, εξαφανίζομαι
run, διοικώ, διαχειρίζομαι, διευθύνω
least, ελάχιστος
director, διευθυντής
constitute, απαρτίζω, αποτελώ
employee, εργαζόμενος
perform, επιτελώ
carry out, εκτελώ, φέρω εις πέρας
task, έργο, εργασία
comprise, αποτελώ, απαρτίζω, περιλαμβάνω
target, στόχος, σκοπός
organisation, οργάνωση
thanks to, χάρη σε
science, επιστήμη
supervisor, επιτηρητής, επιβλέπων
redundant, πλεονάζων, περιττός, υπεράριθμος
determine, καθορίζω, ορίζω
skill, ικανότητα
efficiency, αποδοτικότητα
staff, προσωπικό (εταιρίας κ.λπ.)
relationship, σχέση
by chance, κατά τύχη
arise, προκύπτω
cause, προκαλώ, προξενώ
unemployment, ανεργία
accept, δέχομαι, αποδέχομαι, παραδέχομαι
view, άποψη
span, διάρκεια, διάστημα
refuse, αρνούμαι
policy, τακτική, πολιτική
intensify, εντείνω
crisis, κρίση
in the end, τελικά
flourish, ανθώ, ακμάζω, αναπτύσσομαι
abolition, κατάργηση
occupation, απασχόληση

Consolidation exercises

1. computer, hardware, software, floppy disk, mainframe: Use the words to complete the blanks.

- a. A is a machine that can store and recall information.
- b. The is a flat circular piece of plastic used for storing computer information.
- c. Planning, product line analysis, financial analysis or forecasting are routine computer information, once the is mastered.
- d. A personal computer can communicate with an existing of a company.
- e. Consistency in is essential to permit future networking.

2. Complete the words:

- a. m r : a screen on which information is shown
- b. d : information (given)
- c. n e : try to come to an agreement
- d. a l : not found in the nature; made by man
- e. g t : small machine or tool for a particular practical use
- f. d t : put money in a bank
- g. w w : take money out of a bank account
- h. c : written order to a bank to pay a certain sum of money from one's account to another person
- i. c e : that can exist and/or work together with another
- i. e l : of great importance
- k. s : chance; opportunity
- l. f n : be in action; work
- m. m e : the largest and most powerful type of computers
- n. r g : business replanning and redesigning
- o. t d : skilled
- p. r t : no longer employed because there is not enough work

3. Form 18 compound words matching the words from the two columns.

out	minded
further	draw
simple	live
black	ware
with	text
micro	dating
tele-	more
under	take
up	frame
main	computer
over	sheet
net	board
spread	light
soft	look
key	work
video	ware
high	disc
hard	mail

4. Match the words with their definitions.

a. operator	1. choose; to arrive at an answer
b. arbitrate	2. money kept in a bank
c. account	3. connected with money
d. withdrawal	4. an officer of a government (or business) who tries to center power in himself and in documentation
e. code number	5. the person who watches over work
f. record	6. secret number
g. survey	7. the set of systems (in the form of programs) which control the operation of a computer
h. specialist	8. a general considering of a condition
i. competitor	9. information put in a computer
j. hardware	10. a person who works a machine, apparatus, etc.
k. corporate	11. machinery which makes up a computer
l. software	12. the act of putting an end to sth.
m. financial	13. act as a judge in an argument at a request of both sides
n. supervisor	14. a person who has studied and deals with economics
o. decide	15. expert
p. input	
q. abolition	

- | | |
|-------------------|--|
| r. administrative | 16. the act of taking money out of an account |
| s. economist | 17. rival |
| t. bureaucrat | 18. a written statement of facts, events, etc. |
| | 19. concerning the control and direction of affairs of a company or business |
| | 20. being or forming a single body |

5. Match the following to make 20 pairs of antonyms.

- | | |
|--------------------|-------------------------------|
| a. funny | 1. win |
| b. efficient | 2. general |
| c. deposit | 3. incompatible |
| d. hard | 4. reduce; decrease |
| e. fail | 5. secondary; unnecessary |
| f. lose | 6. insignificant; unimportant |
| g. straightforward | 7. inaccurate; vague |
| h. compatible | 8. serious |
| i. essential | 9. slowly |
| j. right | 10. easy |
| k. significant | 11. weak |
| l. detailed | 12. inefficient; incapable |
| m. direct | 13. indirect |
| n. relevant | 14. roundabout; oblique |
| o. increase | 15. wrong |
| p. accurate | 16. close |
| q. rapidly | 17. withdraw |
| r. old-fashioned | 18. irrelevant |
| s. distant | 19. modern; up-to-date |
| t. powerful | 20. succeed |

6. Choose the odd-man-out.

- a. job, bank, computers, imagination
- b. account, withdrawal, efficiency, deposit
- c. cash, cheque, bills, shorthand
- d. adopt, fail, lose, miss
- e. hardware, software, facility, mainframe
- f. critical, personal, important, considerable
- g. company, department, indecision, managers
- h. declaring, dealing, belonging, sharing
- i. trained, skilled, detailed, educated

- j. mastered, controlled, monitored, decided
- k. memory, personnel, staff, employees
- l. discussed, argued, supplied, mentioned
- m. establishment, operation, performance, function
- n. become, receive, draw, obtain
- o. effect, result, achievement, influence

7. Who is the person who deals with the following?

- | | |
|---------------------|------------------------|
| a. sales | g. training |
| b. economy | h. deals |
| c. bank | i. supplies |
| d. accounts | j. business |
| e. operations | k. printing |
| f. performing | l. clerical work |

8. Write the adverbs that derive from the following:

- | | |
|--------------|---------------|
| a. funny | k. personal |
| b. efficient | l. increasing |
| c. wonderful | m. essential |
| d. immediate | n. previous |
| e. clever | o. skilful |
| f. sure | p. mere |
| g. new | q. final |
| h. critical | r. separate |
| i. present | s. dramatic |
| j. main | t. electronic |

9. Fill in the blanks with the correct form of the verbs in the brackets.

- a. "You ought (make) a withdrawal", his father said to him.
- b. The computers in banks are able (communicate) with computers in other places.
- c. He (work) on his computer very hard lately.
- d. He (not manage) (find) a job yet.
- e. The person who is to (operate) the microcomputer should (have) a certain amount of (train)
- f. This is a problem that should (discuss) in detail with the manager of the sales department.

- g. Technological developments (have) a dramatic effect on the techniques of direct marketing up to now.
- h. There (be) no electronic mail between businesses some years ago.
- i. If the company had not bought computers, they (not make) such a great progress.
- j. In spite of all the advances, no technology (be) of any value, unless it is useful and used.

10. Complete the following table:

Verb	noun
a. persuade
b. threaten
c.	domination
d. guide
e.	evolution
f.	storage
g. share
h. perform
i.	response
j. require
k.	addition
l. achieve
m.	intensity
n. divide
o.	significance

11. Give the suitable word formed from the word in capitals to complete the phrases.

- | | | |
|-------------|-------|---------------|
| a. BIOLOGY | | successors |
| b. USE | | device |
| c. ACCURACY | | aim |
| d. MANAGE | | mechanism |
| e. NATURE | | evolution |
| f. CRITIC | | question |
| g. PERSON | | microcomputer |
| h. CARE | | consideration |
| i. ADD | | storage |

j. REQUIRE	information
k. DETAIL	description
l. MARKET	campaign
m. TECHNOLOGY	development
n. CLERK	duties
o. ADMINISTER	costs
p. FINANCE	difficulties
q. UNIVERSE	market
r. POWER	competitor
s. FAME	product

12. Match the two halves to form compound words.

what	live
out	more
further	ever
brain	less
with	computer
out	look
micro	ware
main	draw
over	sheet
net	frame
hard	side
straight	disc
spread	light
video	work
under	casting
high	take
relation	forward
fore	ship

13. Give the opposites of the following words, adding the suffix -less or the prefixes un-, im-, in-, il-

- | | |
|---------------|---------------|
| a. numerable | d. decision |
| b. brain | e. compatible |
| c. employment | f. sure |

- g. able
h. important
i. logical
j. direct
k. personal
- l. possible
m. proper
n. expensive
o. useful
p. affected

14. Find the hidden words or abbreviations in the following grid.

D	E	S	P	A	T	C	H	C	U	S	T	O	M	S
O	R	D	E	R	E	U	T	O	C	O	I	T	E	M
C	U	S	T	O	M	E	R	N	H	L	T	E	R	M
U	C	W	O	F	D	S	A	T	A	V	P	A	C	K
M	A	R	K	F	R	A	N	R	R	E	N	T	R	Y
E	F	A	S	E	A	L	S	A	G	N	C	A	S	E
N	F	B	L	R	F	E	I	C	E	T	F	O	R	M
T	R	A	D	E	T	S	T	T	I	S	S	U	E	C
A	E	T	R	A	N	S	A	C	T	I	O	N	D	L
T	I	Q	L	S	T	O	C	K	R	N	P	I	R	E
I	G	U	O	L	I	S	T	S	A	Q	A	N	A	A
O	H	O	A	R	A	N	G	E	N	U	T	V	W	R
N	T	T	D	E	F	E	C	T	S	I	T	O	B	A
F	C	A	I	Y	F	I	R	M	F	R	E	I	A	N
O	O	S	N	P	R	I	C	E	E	Y	R	C	C	C
B	D	X	G	O	O	D	S	Z	R	W	N	E	K	E

UNIT 5

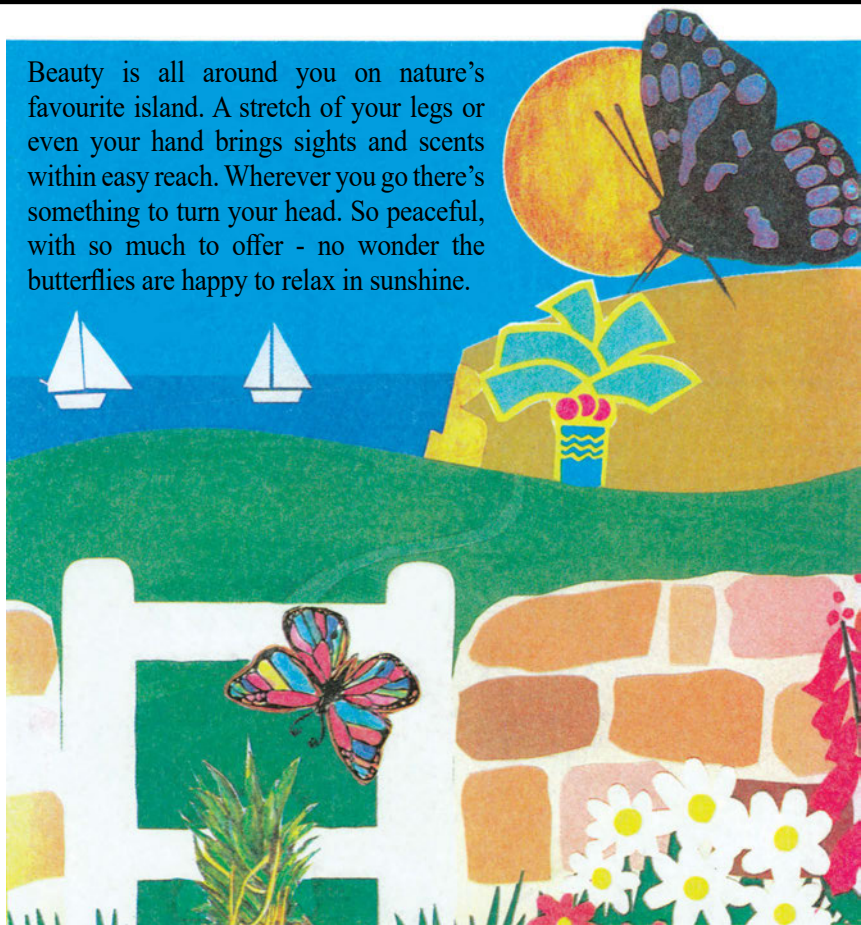
Chapter	Function	Language work
1. Ads: A challenge to buyers	Dealing with ads - Acquiring vocabulary	Matching synonyms - Derivatives - "There/It is"
2. Pieces of advice on organising a trip	Giving advice and instructions - Expressing opinions - Acquiring vocabulary	Matching words with their definitions - Identifying words with their antonyms - Derivatives - <i>If/Unless</i> for instructions
3. Make your holidays a real pleasure	Narrating facts - Acquiring vocabulary	Gap filling with prepositions - Identifying words with their definitions - Forming sentences using specific expressions
4. Welcome to Greece	Understanding regulations found in brochures - Expressing opinion - Acquiring vocabulary - Making comments - Reporting statements	Sentence construction - Matching words with their synonyms - Finding antonyms - Forming derivatives - Direct → Indirect speech
5. Why ads aren't black and white	Expressing opinions - Similarities and differences	Finding antonyms - Identifying parts of speech - Forming derivatives - Making questions - Direct → Indirect speech
6. TV ads have to give the viewer a break	Expressing opinions - Expressing result - Acquiring vocabulary - Dealing with gerund and infinitive constructions	Multiple choice - Completing sentences based on a text - Completing gaps with prepositions - Forming derivatives - Completing sentences with the gerund or infinitive
7. Don't sell the advertising budget short	Giving facts - Expressing opinions - Acquiring vocabulary - Making comparisons - Speaking	Identifying words with their synonyms - Derivatives - Completing sentences with comparatives - Supporting opinions
8. Are we mass media addicts?	Talking about professions - Defining tasks - Acquiring vocabulary - Listening	Synonyms - True/False - Derivatives - Matching synonyms - Active → Passive Voice - Answering questions
9. Addiction and who's to blame	Expressing points of view - Describing facts and trends - Acquiring vocabulary - Emphasising the doer	Gap filling with prepositions - Identifying words with their definitions - Antonyms - Solving a puzzle - Active → Passive Voice
10. The price of publicity	Expressing ideas and opinions - Equating and including ideas - Acquiring vocabulary	Gap filling with prepositions - Synonyms - Sentence structure - Identifying words with their definitions - <i>Make</i> versus <i>Do</i>
11. Make the most of a good mix	Expressing general hints on public relations and advertising - Comparing and contrasting ideas - Acquiring vocabulary	Completing sentences with derivatives - Forming derivatives - Joining sentences with the conjunctions: while, but, as, since, although, because - Identifying words with their definitions - Completing sentences with comparatives
12. Can get no satisfaction	Connecting and sequencing ideas - Hypothesizing - Acquiring vocabulary - Listening	Finding antonyms - Forming derivatives - Gap filling with prepositions - Completing the "if clause" or the "main clause" - Identifying True-False statements.

Unit 5

Advertising and public relations



Ads: A challenge to buyers



Beauty is all around you on nature's favourite island. A stretch of your legs or even your hand brings sights and scents within easy reach. Wherever you go there's something to turn your head. So peaceful, with so much to offer - no wonder the butterflies are happy to relax in sunshine.

Butterfly Holidays
129 Eras St., Piraeus 13854
Tel. 4111112-9

A. Questions

1. What differences can you see in the two advertisements?
2. What is each ad advertising?
3. Which advertisement gives facts?
4. Do you think texts and keywords in ads are always needed for persuasion?
5. How can an advertisement without long texts be persuasive?
6. Which factors influence the making of an advert?
7. Do you think advertisements affect the sales of a product?

New concept LTD. presents the new desk sets



NEW CONCEPT LTD.
38 Minos Ave., Athens 185 34 - Tel. 9865891

B. Exercises

1. Match the following:

- | | |
|----------------------|--|
| a. favourite | 1. quiet; untroubled |
| b. within easy reach | 2. views |
| c. peaceful | 3. smells |
| d. sights | 4. something or someone that is loved above all others |
| e. scents | 5. very close to |

2. Give the adjectives that derive from the following words:

- | | | |
|--------------|------------|-----------|
| a. challenge | c. nature | e. wonder |
| b. beauty | d. stretch | f. peace |

3. Put “There is” or “It is” in the blanks.

- | | | |
|----|-------|---|
| a. | | so much beauty on this island. |
| b. | | easy to visit it. |
| c. | | everywhere something interesting to see. |
| d. | | so peaceful there. |
| e. | | necessary to relax from time to time. |
| f. | | no doubt that advertisements affect the sales of a product. |

4. The paradise, beloved, admire, with so many delights, no doubt: Use the above words and phrases to replace some of the words in the first ad.

Vocabulary

nature, φύση

a stretch of your legs, ένα τέντωμα/βήμα

sight, εικόνα, θέα

scent, μυρωδιά, άρωμα

within easy reach, πάρα πολύ κοντά

peaceful, ειρηνικός, ήρεμος

offer, προσφέρω

no wonder, δεν είναι να απορεί κανείς

butterfly, πεταλούδα

relax, χαλαρώνω

sunshine,λιακάδα

Pieces of advice on organising a trip



Travelling used to be difficult many years ago, but nowadays it has become an easy task. The first thing, a traveller has to do, is to collect brochures from different travel-agencies and decide on the place he wants to visit. Then, he has to make the necessary hotel bookings, well in advance.

You should definitely make up your mind whether you can spend much or little time or money. If you have only a short time available, travelling by train or by coach is not advisable. A direct flight should be the best solution. Of course, it is well-known that travelling by air costs a lot and that's why you should check thoroughly the offers which the travel agencies make. Most of the times, there is a great difference among the given prices.

Another thing you should consider is the hotel accommodation and the facilities included. You can find two weeks' full board in a four-star hotel at the same price for ten days' half board in a three-star hotel. You must also take into account if organised trips and optional excursions at reasonable prices are included. You ought to make sure, if there are any guided tours to archaeological sites, museums, art galleries and places of natural beauty and lush greenness. Don't miss any special performances, concerts or operas. It's also worth tasting the delicious local food, watching the local dances and enjoying the night life of the place you are going to visit. A list of the cheap things you can find in the country could also be useful.

Last but not least, make sure that your passport has not expired and, if you are to visit a country that doesn't belong to the European Union, try to get your visa in time.

If you manage to get everything done by the date of your departure, take some light luggage with you and... have a good trip.

A. Questions

1. Why do you think the first thing a traveller has to do is to collect brochures from different agencies?
2. Is the use of train or coach advisable, if you have only a short time available for your trip?
3. Why do you have to check the offers which the travel agencies make for travelling by air?
4. Why should you consider the hotel accommodation and the facilities included before deciding on taking a trip?
5. Refer to the places, mentioned in the text, which are worth visiting when you go on a guided tour in a city or country.
6. What sort of list could be useful?
7. What do you have to obtain in time, if you are going to visit a country that does not belong to the European Union?
8. Is heavy luggage advisable, when going on a trip?

B. Exercises

1. Find in the text the words or phrases meaning the following:

- a. at the present time
- b. booklet
- c. reservations
- d. before; beforehand
- e. decide

- f. carefully with regard to detail
- g. think about; examine
- h. which may be freely chosen
- i. a short journey made for pleasure
- j. rich plantation
- k. a small official book, obtained from government by one of its citizens, to be shown esp. when entering a foreign country or returning home
- l. an official mark put onto a passport by a representative of a country, giving a foreigner permission to enter, pass through, or leave the country
- m. the cases, bags, boxes etc., of a traveler

2. Which words in the text are the opposites of the following:

- | | |
|----------|---------------------------|
| a. easy | f. similarity |
| b. last | g. obligatory; compulsory |
| c. long | h. expensive |
| d. worst | i. is valid |
| e. least | j. arrival |

3. Complete the sentences with the correct word formed from the verbs in brackets.

- a. has become an easy task nowadays. (TRAVEL)
- b. The first thing, a traveller has to do is to collect brochures from travel-agencies. (DIFFER)
- c. Then, he has to make the necessary hotel well in advance. (BOOK).
- d. If you have only a short time, a direct should be the best solution. (AVAIL, FLY)
- e. Another thing you should take into is the hotel, (CONSIDER, ACCOMMODATE)
- f. You shouldn't miss any (PERFORM)
- h. It's also worth local dances. (WATCH)
- i. Try to get everything done by the date of your (DEPART)

4. Rewrite the sentences as in the example.

- e.g.** If you don't have a long time available, don't use the train.
Unless you have a long time available, don't use the train.
- a. If there are not any guided tours to archaeological sites, you must visit some of them by yourself.
 - b. If you don't make a list of the souvenirs you want to buy, you will forget many of them.

- c. You can't enter a foreign country that does not belong to the European Union, if you haven't got your visa.
- d. If you don't take only some light luggage, you won't feel easy.

5. Discuss: Do visitors from other countries enjoy the view of the countryside in your area, or do they prefer sightseeing in the archaeological sites?

Vocabulary

organise, οργανώνω

trip, ταξίδι

task, δουλειά, υπόθεση

brochure, διαφημιστικό φυλλάδιο

travel agency, πρακτορείο ταξιδίων

booking, κράτηση (εισιτηρίων, ξενοδοχείων κ.λπ.)

in advance, εκ των προτέρων

available, διαθέσιμος, ελεύθερος

coach, πούλμαν

direct flight, απ' ευθείας πτήση (χωρίς ενδιάμεσους σταθμούς)

solution, λύση

thoroughly, λεπτομερώς, εξονυχιστικά

consider, εξετάζω, λαμβάνω υπόψη

accommodation, παροχή στέγης/δωματίου σε ξενοδοχείο

facility, άνεση, ευκολία

full board, πλήρης διατροφή

half board, ημιδιατροφή

take into account, λαμβάνω υπόψη, σκέφτομαι

optional, προαιρετικός

excursion, εκδρομή

reasonable, λογικός

guided tour, περιήγηση με συνοδό

site, χώρος, περιοχή, οικόπεδο

art gallery, πινακοθήκη

lush, πλούσιος, οργιαστικός

greenness, βλάστηση

performance, θεατρική παράσταση

taste, δοκιμάζω, γεύομαι

delicious, νόστιμος, εύγευστος

list, κατάλογος, λίστα

passport, διαβατήριο

expire, λήγω

visa, βίζα, άδεια εισόδου σε ξένη χώρα

departure, αναχώρηση

light, ελαφρύς

luggage, αποσκευές

Make your holidays a real pleasure



Jane and Peter are making plans for their summer holidays. They want to enjoy their vacation from the first to the last minute. They are looking for a combination of a reliable airline and a well-organised escorted tour. They'd also like to visit the best places where sport and leisure-time facilities along with plenty of peace and relaxation will make their holidays a memorable experience.

There is no doubt that they will collect a wealth of memories if they spend their summer in Greece. That's why they have asked different travel agencies to send them their brochures to get some information about their Greek tours.

Jane has looked through different programmes and decided that the Hellenic Airlines Holidays Tours are of interest to her. So, both she and Peter are looking into the Hellenic Airlines general instructions before making a reservation. The participation regulations are found in the brochure the above travel agency has given her.

A. Questions

1. What are Jane and Peter making plans for?
2. Are they looking only for a well-organised escorted tour?
3. What sort of places would they like to visit?
4. What will their benefit be if they spend their holidays in Greece?
5. How can they get information about the Greek tours?
6. Which agency is of interest to Jane?
7. What are Jane and Peter doing before making a reservation?

B. Exercises

1. **Make plans for, look for, reliable, memorable experience, there is no doubt, a wealth of, look through, look into, make a reservation: Form sentences with the above words/phrases so that their meaning is clear.**

2. **Fill in the blanks with the missing prepositions.**

- a. I enjoyed the party but I really feel exhausted. I was dancing the first the last minute.
- b. Leisure time facilities along plenty peace will make your holidays a memorable experience.
- c. I have looked different programmes but I haven't found any tour interest me.
- d. Look the matter, before making a decision!

3. **Rewrite or reread the first two paragraphs, making the necessary changes, starting like this:**

Jane and Peter were making plans for their summer holidays. They wanted

4. **Fill in the blanks using words found in the text.**

- a. In an tour, the agency provides a guide to show the tourists round.
- b. A free bus to the airport is a offered only by this hotel.

- c. Before deciding on where to spend your holidays ask for some from different travel agencies.
- d. It's advisable to look very carefully into the of a brochure before making a reservation.
- e. The regulations of the travel agencies are included in their brochures.

5. Which words or phrases of the text mean the following?

- a. making arrangements for carrying out some future activities
- b. to get happiness from experience
- c. to be trusted
- d. (something done for) rest and amusement
- e. conducted; guided
- f. booking

Vocabulary

pleasure, απόλαυση, ευχαρίστηση

make plans, κάνω σχέδια, προγραμματίζω

vacation, διακοπές

combination, συνδυασμός

reliable, αξιόπιστος

escorted, οργανωμένος, με υπεύθυνο οδηγό/ξεναγό

tour, περιήγηση, ταξίδι

leisure-time, χρόνος ανεμελιάς, ελεύθερος χρόνος

facility, άνεση, ευκολία

along with, μαζί με

relaxation, χαλάρωση, ξεκούραση

memorable, αξέχαστος, αξιομνημόνευτος

experience, εμπειρία

doubt, αμφιβολία

wealth, πλούτη

wealth of memories, πλούσιες αναμνήσεις

spend (time), περνώ (τον καιρό μου)

travel agency, ταξιδιωτικό γραφείο / πρακτορείο

brochure, μπροσούρα, ενημερωτικό φυλλάδιο

look through, ξεφυλλίζω, ψάχνω (σε βιβλίο κ.λπ.)

be of interest to sb, παρουσιάζω ενδιαφέρον για κάποιον

look into, εξετάζω

instruction, οδηγία

reservation, κράτηση θέσης

participation regulations, όροι συμμετοχής

Welcome to Greece

**Hellenic
Holidays**  **Airlines**

General Conditions

The programme *Hellenic Summer Holidays* 1996 is valid from April 1st to October 31st, 1996, unless otherwise indicated.

Rates

All rates are quoted, in Greek drachmas, per person. Taxes and service charges are included. Meals as indicated in each price list. Further details are provided on request.

Reduction for children

50% reduction for children tickets aged up to 12 years. Most hotels also grant 50% reduction for children up to 5 years of age or a 30% reduction for children between 5 and 12.

Currency Reference

Exchange rate in January 1996:
US\$ 1 = 250 drachmas.

Hotels

Hellenic Airlines have featured some hotels in this brochure. They are situated in various Greek islands and holiday resorts. Any further information is provided on request.

Cancellation and Refund

When an arrangement is cancelled within one month prior to the beginning of the rental period, it is subject to cancellation fees according to the local regulations. Unused services are refundable at the issuing office only.

Liability

Hellenic Airlines act only as intermediaries between passengers and the owners or contractors of transportation companies and hotels. We are not responsible for losses, damage or injury of any person. Any irregularities caused or arising beyond our control is not our responsibility either. We do not accept any liability in any way with respect to rate standards.

Important

If en route any question should arise, and if you need any help or advice, please call either the Hellenic Airlines Tourist Desk (385 Syngrou st., Athens. Tel. 95121113-9) or the Welcome Desk at the Athens-Airport (tel. 91919191, 98988998), and/or the nearest Hellenic Airlines office.

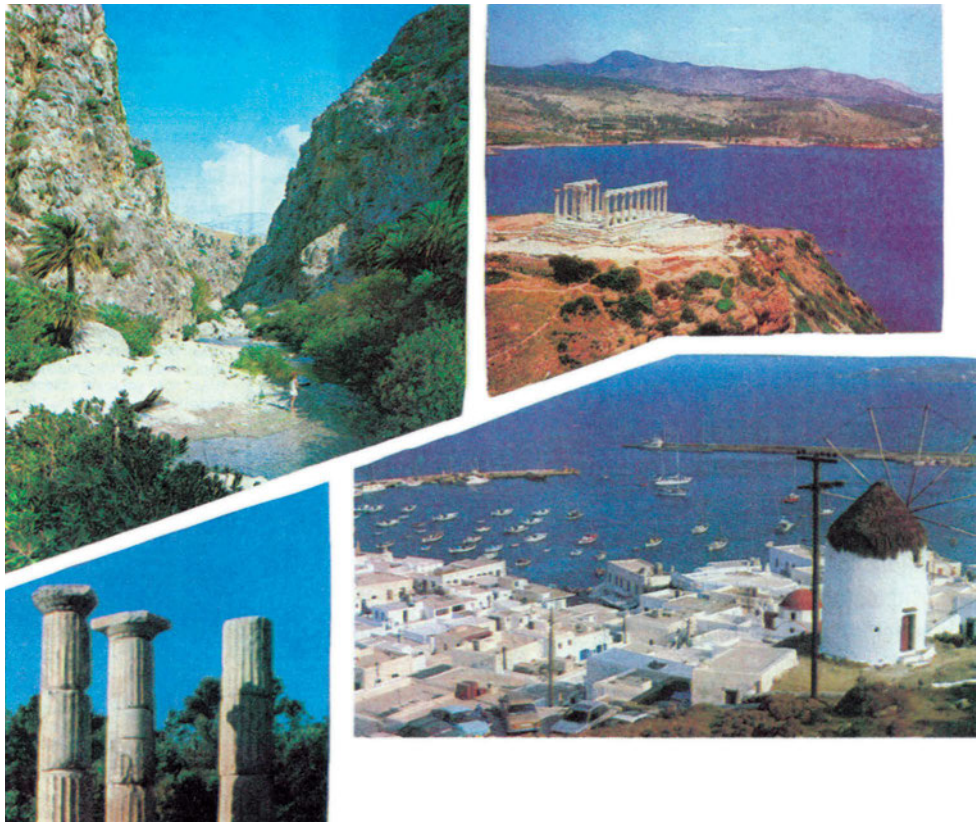
“Don’t you think the regulations are very strict”? Peter mentioned.

“Well, you’re right but, as far as I know, the regulations are more or less the same for all the travel agencies and airlines”, Jane answered.

“Then, honey, the best way to travel to Greece is in our own car. It may take us a lot of days driving but... don’t you think it would be a good idea to pass through different countries and places? In my opinion, this should be a part of our memorable experience”, Peter pointed out.

“And what about our accommodation?” Jane asked.

“I think it wouldn’t be so difficult for us to choose the resorts we’ll visit and make some bookings in advance. You are the most suitable person to do this work. I rely on you”, Peter told her.



A. Questions

1. Do the Hellenic Holidays Airlines include taxes and service charges in their rates?
2. In which cases do they offer 50% reduction?

3. What happens when an arrangement is cancelled within one month prior to the beginning of the rental period?
4. Are the "Hellenic Airlines" responsible for losses, damage or injury of any person?
5. Does Jane agree with Peter that the regulations in the brochure are very strict?
6. What is the best way to travel to Greece according to Peter?

B. Exercises

1. Find the word/phrase in the text which has the following meaning:

- a. having force in law
- b. shown
- c. fixed charge or payment
- d. taken in or considered as part of a group
- e. are offered
- f. discount
- g. have presented
- h. is stated or decided that something will not happen
- i. rules
- j. that can be returned/given back
- k. responsibility
- l. on the way

2. Put each group of words in the correct order so as to make meaningful sentences.

- a. and/included/taxes/charge/service/are/price/in/the
- b. request/are/further/details/provided/on
- c. hotel/30%/children/for/to/of/age/up/years/5/grant/most/a/reduction
- d. featured/we/brochure/hotels/this/some/in/have
- e. office/issuing/only/unused/are/refundable/services/at/the

3. Rewrite the sentences using the prompts given.

- a. We are not responsible for losses or injury of any person.
They say that.....
- b. We do not accept any liability in any way with respect to rate standards.
They declared that
- c. If you need help, please call us.
They advised us

- d. Do you think the regulations are strict?
Peter asked his wife
- e. It won't be difficult for us to make some bookings in advance.
He said that

4. Give the antonyms.

- | | |
|----------------|--------------|
| a. prior | d. same |
| b. responsible | e. reduction |
| c. strict | f. suitable |

5. Complete the table below.

Verb	Noun
.....	service
indicate
.....	request
.....	reduction
.....	information
provide
.....	arrangement
.....	cancellation
cause
.....	respect
choose
visit

Vocabulary

airline, αεροπορική εταιρία

condition, όρος

be valid, ισχύω

otherwise, διαφορετικά

indicate, δηλώνω, δείχνω

rate, τιμή, κοστολόγηση

quote, προσφέρω/ορίζω (τρέχουσες) τιμές

per, ανά, κατά

tax, φόρος

service charge, χρέωση για παροχή υπηρεσιών

include, συμπεριλαμβάνω

price list, τιμοκατάλογος

further details, περισσότερες λεπτομέρειες

provide, παρέχω

on request, μετά από ζήτηση, αφού ζητηθεί

reduction, έκπτωση

grant, παρέχω, χορηγώ

currency, τρέχουσα τιμή νομίσματος

currency reference, (συναλλαγματική) σχέση νομισμάτων

exchange, συνάλλαγμα

exchange rate, συναλλαγματική ισοτιμία, τιμή συναλλάγματος

feature, παρουσιάζω, τονίζω

brochure, φυλλάδιο, μπροσούρα

resort, θέρετρο, τουριστικό κέντρο, τόπος αναψυχής

cancellation, ακύρωση
refund, επιστροφή χρημάτων
arrangement, συμφωνία, ρύθμιση, διευθέτηση
cancel, ακυρώνω
prior to, πριν από
rental period, χρονική περίοδος μισθώματος
be subject to, υπόκειται σε
cancellation fees, πρόστιμο για ακύρωση (εισιτηρίων κ.λ.π.)
local, τοπικός
regulations, κανονισμοί, όροι
unused services, υπηρεσίες που δεν έχουν εκτελεστεί/προσφερθεί
refundable, επιστρεπτέος, που επιστρέφεται (για χρήματα)
issue, εκδίδω
issuing office, γραφείο διεκπεραίωσης
liability, ευθύνη
intermediate, μεσάζων/ενδιάμεσος
passenger, επιβάτης

owner, ιδιοκτήτης
contractor, εργολήπτης, μεσάζων
transportation company, μεταφορική εταιρεία
be responsible for, είμαι υπεύθυνος για
loss, απώλεια
injury, τραυματισμός
irregularity, ανωμαλία
arise, προκύπτω
beyond our control, πέρα από τον έλεγχό μας
accept, αποδέχομαι
with respect to, αναφορικά με
en/on route, κατά την πορεία, καθ' οδόν
strict, αυστηρός
mention, αναφέρω, σημειώνω
more or less, πάνω-κάτω, περίπου
in my opinion, κατά τη γνώμη μου
accommodation, διαμονή, παροχή στέγης, κατάλυμα
in advance, εκ των προτέρων
rely on, βασίζομαι σε

Why ads aren't black and white



Why is it so impossible to get across to outsiders the simple truth about the power of advertising? They invariably either grossly overestimate its effects (“ruthless hidden persuaders who manipulate consumers like puppets...”) or foolishly underestimate its effects (“Adverts don’t influence me at all, it’s all a waste of money...”).

These are erroneous views. We particularly like to hint that advertising is all but omnipotent. However, how can we make the others realize that advertising often works but sometimes doesn’t? That it isn’t a black and white matter but a continuum according to which all ads have some effect, but some have lots more effects than others. Advertising is more like medicine than like physics. It is not possible – and never will be possible – to discover immutable, predictable laws.

On the other hand, in advertising, as in medicine, if we do the right things, based on our intelligence, experience and skill, the likelihood is that we will achieve more or less the results we've aimed at. The likelihood but not the certainty; because advertising, like medicine and unlike physics, deals with unpredictable animate humans and not with predictable inanimate things.

A. Questions

1. From what you've read, does the writer believe that advertising is always powerful?
2. What are the erroneous views of the public?
3. Do all ads have the same effect?
4. In what way are advertising and physics different?
5. In advertising, how can we more or less achieve the results we've aimed at?
6. Is it a likelihood or a certainty that if we do the things, we succeed in achieving the expected results? Why?
7. Do you think that the title of the passage has to do with colour?

B. Exercises

1. Do you know the opposites of the following words?

- | | |
|-----------------|---------------|
| a. impossible | f. erroneous |
| b. simple | g. omnipotent |
| c. truth | h. right |
| d. overestimate | i. immutable |
| e. foolishly | j. animate |

2. Rewrite the sentences without changing their meaning.

- a. Ruthless persuaders manipulate consumers.
Consumers.....
- b. Adverts don't influence me.
I am not
- c. We cannot discover immutable laws.
Immutable laws
- d. If we do the right things, we will succeed.
If the right things.....

3. The boldfaced parts of the following sentences are the answers; make up the questions.

- a. **No, it isn't possible** to persuade a person about the power of the mass media.
- b. **Advertising** doesn't always work.
- c. Advertising is like **medicine**.
- d. If we do the right things, we will achieve the **expected results**.

4. Identify which of the following words from the text are nouns, which are adjectives and which are verbs.

- | | |
|------------------|---------------|
| a. outsider | i. discover |
| b. effects | j. immutable |
| c. manipulate | k. law |
| d. underestimate | l. right |
| e. waste | m. skill |
| f. erroneous | n. likelihood |
| g. views | o. deals |
| h. physics | |

5. Form the adverbs deriving from the following adjectives:

- | | |
|----------------|-------|
| a. possible | |
| b. simple | |
| c. invariable | |
| d. gross | |
| e. foolish | |
| f. particular | |
| g. predictable | |
| h. right | |

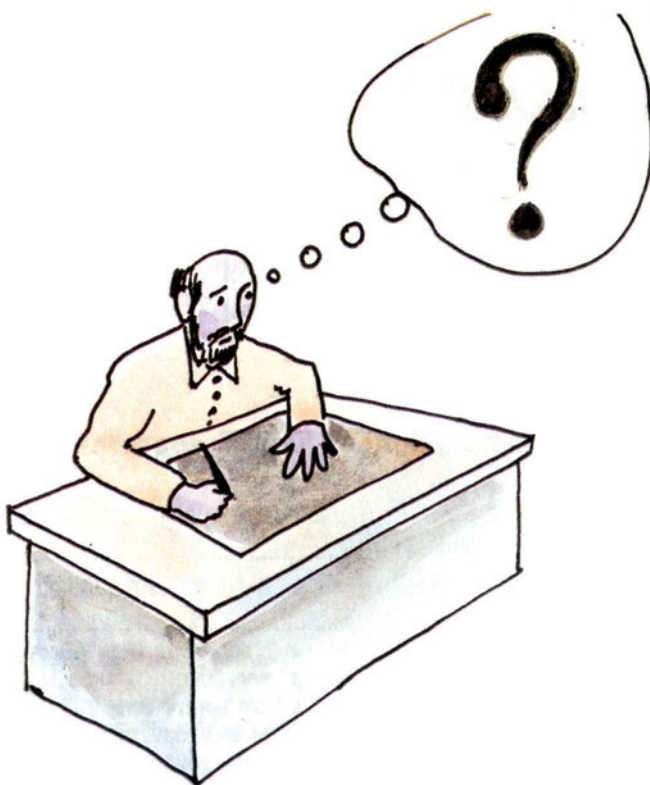
Vocabulary

ad(advertisement), διαφήμιση
black and white, δεδομένο, (κάτι) που δεν επιδέχεται μεταβολή
get across the truth, "περνώ"/ μεταδίδω την αλήθεια/το μήνυμα

outsider, ξένος, ο απ' έξω, τρίτος
power, δύναμη, ισχύς
advertising, διαφήμιση (η τέχνη)
invariably, συνεχώς, σταθερά
grossly, χονδροειδώς, κατάφωρα

overestimate, υπερεκτιμώ
effect, συνέπεια, επίδραση
ruthless, αδίστακτος
hidden, κρυμμένος
persuader, που μπορεί να πείθει
manipulate, χειρίζομαι
consumer, καταναλωτής
puppet, μαριονέτα, κούκλα
foolishly, ανόητα
underestimate, υποτιμώ
influence, επηρεάζω
waste of money, χάσιμο χρημάτων
erroneous, εσφαλμένος
view, άποψη
particularly, ιδιαίτερα
hint, υπαινίχσομαι, υπονοώ
it is all but, δεν είναι τίποτ' άλλο παρά, σχε-
 δόν
omnipotent, παντοδύναμος
work, έχω αποτέλεσμα
matter, ζήτημα
continuum (plur.-ua), συνεχής σειρά, συνοχή,
 «κύκλος»

medicine, ιατρική (επιστήμη)
physics, φυσική (επιστήμη)
discover, ανακαλύπτω
immutable, αμετάβλητος, σταθερός
predictable, προβλέψιμος, αναμενόμενος
law, νόμος
based on, βασισμένος σε
intelligence, εξυπνάδα, νοημοσύνη
experience, εμπειρία
skill, επιδεξιότητα, ικανότητα
likelihood, πιθανότητα
achieve, πετυχαίνω, κατορθώνω
more or less, κατά το μάλλον ή ήττον,
 λίγο-πολύ
aim at, στοχεύω σε, αποβλέπω σε
certainty, βεβαιότητα
unlike, όχι όπως, αντίθετα (από/με)
deal with, έχω να κάνω με
unpredictable, απρόβλεπτος
animate humans, έμψυχα όντα
inanimate, άψυχος



TV ads have to give the viewer a break



The significance of TV advertising lies in the fact that television, unlike other media, is viewed in a special way. If you don't like the first commercial in the break, you can switch your attention to another instead. If it irritates or bores you so much that you can't bear to watch it, you can either divert your attention

to another activity – making tea, going to the loo, etc – or you can engage in the activity known as channel hopping, or “walking the box”.

This means that boring, repetitive, meaningless commercials don’t help good ones to stand out – they can actually kill a whole commercial break. There’s very little the television companies can do about this, apart from scheduling bad ads at the end of the break or possibly restricting the number of times a particular commercial can be shown.

The responsibility lies fairly and squarely with advertisers and their agencies. They must recognise the real nature of television viewing, and stop assuming, that the power of TV provides commercials the right to be seen regardless of creative content. Television advertising needs to provide a reward for the viewer as well as, not instead of, selling the advertised product.

A. Questions

1. What is the significance of TV advertisements as compared to other forms of ads?
2. What can you do if you don’t like the commercials in a break?
3. How do boring commercials affect good ones?
4. Can the television companies do anything about the bad ads?
5. Who is responsible for them?
6. What does television advertising need to do?

B. Exercises

1. Choose the right answer.

a. *Significance* means

1. enthusiasm
2. beauty
3. importance

b. A *commercial* is

1. a film
2. a book
3. an ad

c. If something irritates you

1. it makes you nervous
2. it calms you down
3. it pleases you

- d. *Divert* in the text means
 - 1. swim
 - 2. transfer
 - 3. play
- e. A boring film is
 - 1. an interesting film
 - 2. a dull film
 - 3. a funny film
- f. *Creative content* is
 - 1. limited content
 - 2. useful content
 - 3. dull content
- g. *A reward for the viewer* is
 - 1. a benefit for the viewer
 - 2. money for the viewer
 - 3. a medal for the viewer

2. Based on the text, complete the sentences.

- a. If a commercial bores you, you can
- b. Commercials which are can actually destroy the whole commercial break.
- c. If the commercials are bad, the television companies can restrict
- d. Advertisers are wrong if they regardless of the nature of the content.
- e. If TV ads are interesting, they provide

3. Fill in the blanks with the Gerund or Infinitive of the verb in the brackets.

- a. If the ad is not to my, I never watch it. (LIKE)
- b. TV can be a very dull experience. (WATCH)
- c. If you don't stand by me when I need you, how do you expect me you? (HELP)
- d. The agencies have the reality about TV (RECOGNISE), (VIEW)
- e. Television ought a reward for the viewers. (ADVERTISE), (OFFER)

4. Fill in the following table:

VERB	NOUN	ADJECTIVE
.....	significance
.....	attention
.....	activity
.....	repetitive
recognize
.....	creative
.....	product

5. Fill in the blanks with the correct prepositions.

- The significance TV lies the fact that it is viewed a special way.
- If you can't bear watch the programme, you can divert your attention another activity.
- Apart scheduling bad ads the end the break, there's very little the TV companies can do.
- TV advertising needs provide a reward the viewer well as, not instead, selling the advertised product.

Vocabulary

ad (advertisement), διαφήμιση
give a break, παρέχω/δίνω ένα διάλειμμα
viewer, θεατής
significance, σπουδαιότητα, σημασία
lie(lay-lain), βρίσκομαι
media (sing. medium), μέσα (ενημέρωσης)
view, βλέπω, παρακολουθώ
commercial, εμπορική διαφήμιση (σε τηλεόραση ή ραδιοφωνο)
switch my attention, στρέφω την προσοχή μου
irritate, εκνευρίζω
bore, προκαλώ πλήξη
bear, αντέχω

divert my attention, στρέφω αλλού την προσοχή μου
activity, δραστηριότητα
loo, τουαλέτα (χώρος), αποχωρητήριο
engage in, ασχολούμαι με
channel hopping, αλλαγή καναλιού (τηλεόρασης)
walking the box, αλλαγή καναλιού (τηλεόρασης)
repetitive, γεμάτος επαναλήψεις, επαναλαμβανόμενος
meaningless, χωρίς περιεχόμενο/νόημα
stand out, φαίνομαι, υπερέχω, αναδεικνύομαι
kill, καταστρέφω, σκοτώνω

company, εταιρεία
apart from, εκτός από
schedule, προγραμματίζω
restrict, περιορίζω
particular, ορισμένος, συγκεκριμένος
responsibility, ευθύνη
fairly and squarely, σαφώς και κατηγορημα-
τικώς
advertiser, διαφημιστής
agency, γραφείο, πρακτορείο

recognise, αναγνωρίζω, αντιλαμβάνομαι
assume, θεωρώ/υποθέτω πως είναι δεδομέ-
νο
power, δύναμη
provide a right, δίνω/παρέχω το δικαίωμα
regardless of, άσχετα από
creative, δημιουργικός
content, περιεχόμενο
advertising, διαφήμιση (η τέχνη)
reward, ανταμοιβή, ικανοποίηση



Don't sell the advertising budget short



Between 1975 and 1983, the volume of business-to-business Direct Mail grew by 53%.

During the same period, the volume of TV advertising grew by only 12%.

... and the volume of press advertising actually declined.

One of the hardest jobs for a marketing director is to agree with his colleagues on how much to invest in advertising. Often the decision is not discussed properly at all – a number of interpretations are suggested which seem to have been plucked from the air. Yet the decision is often vital to the advertised brand – because the long-term future of that brand depends on reassuring its consumers and convincing new buyers. The decision also happens to be important to media and to ad agencies. Without the financial muscle nothing else moves; no films, no print, no media booking, and ultimately no advertising business.

Once you can estimate how future advertising will affect your consumers and their behaviour, you can defend the budget. You may even argue for spending more, or show how spending less will affect profit. This may sound like counselling perfection, but this is exactly what many marketers are doing – including, perhaps, their competition.

The hardest part of the job is still to balance short and long-term returns. You can often save some money immediately by cutting advertising, though this is not always the case. But how long, or how far, can you go? With new products, everyone knows you have to invest, but as far as mature products are concerned the arguments are harder.

A. Questions

1. Why is the decision of investing money in advertising vital to the advertised brand?
2. Who else does this decision concern? Why?
3. How can the marketing director defend the budget?
4. What is the hardest part of the job?

B. Exercises

1. Find the words in the text which mean the following:

- a. A plan of how to spend money
- b. put (money) in
- c. propose
- d. of primary importance
- e. a particular kind of goods
- f. is based on
- g. a person who uses goods
- h. persuading
- i. calculate
- j. money gained in business

2. Put the adjectives in brackets in their proper form.

- a. One of (hard) jobs for a marketing director is to agree with his colleagues about several matters.
- b. It took me a (long) time to make the new advertisements.
- c. I advised her to spend (little) money than what she used to.

- d. The (much) I enter the business world, the (much) I like it.
- e. He warned his secretary not to give the reporter any (far) information.

3. Put the verbs in brackets in their proper form.

- a. The writer of the present text (advise) the marketing directors (not sell) the advertising budget short.
- b. It's difficult for a manager (agree) with his staff.
- c. Your success (depend) on (study) hard.
- d. You can (save) money by (cut) advertising.
- e. With new products, you have (invest), but where mature products (concern), things (be) different.

4. Complete the following table:

Verb	Noun
agree
invest
suggest
.....	consumer
.....	decision
move
.....	behaviour
argue
.....	competition
.....	return
.....	product
concern

5. Do you think a marketing director should risk a large amount of money in order to advertise a new product? Support your opinion.

Vocabulary

don't sell the advertising budget short, μη λυπηθείς τα έξοδα προκειμένου να διαφημίσεις τα προϊόντα σου

budget, προϋπολογισμός
marketing director, διευθυντής μάρκετινγκ
agree, συμφωνώ

colleague, συνάδελφος
invest in, επενδύω σε
properly, ορθά, σωστά
interpretation, εκδοχή, ερμηνεία
suggest, προτείνω
be plucked from the air, είμαι άσχετος, είμαι ουρανοκατέβητος
vital, ζωτικός, ζωτικής σημασίας
brand, μάρκα, φίρμα (προϊόντος)
long-term, μακροπρόθεσμος
depend on, εξαρτώμαι από
reassure, εξασφαλίζω
consumer, καταναλωτής
convince, πείθω
media (sing. medium), μέσα (ενημέρωσης)
ad agency, διαφημιστική αντιπροσωπεία/πρακτορείο
financial muscle, οικονομική οντότητα, γερά οικονομικά
print, τυπογραφείο
media booking, καταχωρήσεις στα μέσα ενημέρωσης, "κρατήσεις" για διαφήμιση στα μέσα ενημέρωσης
ultimately, τελικά
once, άπαξ και, εφόσον

estimate, εκτιμώ, υπολογίζω
affect, επηρεάζω
behaviour, συμπεριφορά
defend, υπερασπίζομαι, προστατεύω
argue, παρουσιάζω επιχειρήματα
show, αποδεικνύω, δείχνω
profit, κέρδος, όφελος
sound, φαίνομαι, ακούγομαι
counsel, συμβουλευώ
perfection, τελειότητα
marketer, έμπορος
include, συμπεριλαμβάνω
competition, συναγωνισμός, ανταγωνισμός
balance, εξισορροπώ, φέρνω σε ισορροπία
short and long-term returns, βραχυπρόθεσμα και μακροπρόθεσμα κέρδη/οφέλη/ανταμοιβές
save money, γλιτώνω χρήματα
cut, ελαττώνω
this is not always the case, δεν είναι πάντοτε εκεί το πρόβλημα/θέμα
mature, παλιός, γνωστός, που έχει επικρατήσει
concern, αφορά
argument, επιχειρήματα



Are we mass media addicts?



We all know that we live in the age of technology, the power of which is enormous in the field of the mass media, which are the television, the radio and the press. The mass media dominate over our lives and impose their good or evil "mind" on our will, whether we want to admit it or not. They can

establish or destroy a politician, a pop star, a scientist, even a whole political party. Unfortunately, we are deeply impressed by what we read or watch and, sometimes, without even going to the trouble of criticizing something, we let ourselves be unjustly prejudiced for or against a person or an event.

We are also greatly affected by the sort of people who talk on the television, that is to say, reporters, spokesmen, presenters, broadcasters and commentators. We want them to be smiling and not gloomy, happy and not sad, good-looking and not ugly, persuasive and not boring. There are times when we don't care for the real facts, but for the people who write or broadcast them and, more often than not, they distort them completely. As a result, we are misled and misinformed about what is happening in the world.

Reporters and journalists are undoubtedly entitled to express their opinion without any restriction. Do they have the right, however, to corrupt the truth for the sake of profit? Are they allowed to spoil people's reputations, report subjectively and invade the privacy of our lives without showing the least of respect? They do everything to earn money and gain success, whereas they should be discreet and completely objective.

The mass media people have become the heroes and the stars of our days. They know how powerful they are and they exploit their capacities to the full. It is up to us, the mass media "victims", to become more critical to what we read and watch, and not let our feelings and thoughts be undermined and carried away so easily.

A. Questions

1. In what way do the mass media dominate over our lives?
2. What should we do so as not to let ourselves be unjustly prejudiced for or against persons and events?
3. Who are the people who talk on the television?
4. What do we want them to look like?
5. What happens when the media people distort the real facts?
6. Why do the media people report subjectively and corrupt the truth?
7. Why are we the mass media "victims"?

B. Exercises

1. Match the following so as to form ten pairs of synonyms.

- | | |
|--------------|------------------------------------|
| a. enormous | 1. cause to become firmly accepted |
| b. dominate | 2. not right or fair |
| c. establish | 3. influenced |

- | | |
|----------------|-----------------------------------|
| d. unjust | 4. not cheerful |
| e. affected | 5. limit |
| f. gloomy | 6. enter into and spoil |
| g. distort | 7. extremely large |
| h. restriction | 8. exercise power over |
| i. invade | 9. weaken and destroy gradually |
| j. undermine | 10. twist out of the true meaning |

2. Based on the text, say whether the following statements are True or False.

- The mass media play a very important role in our lives.
- We are seldom impressed by what we read in the papers or watch on the television.
- We don't care for the appearance and the mood of the people who talk on the television.
- Reporters and journalists have the right to express their opinion, but they should be completely objective.
- The mass media people are fully aware of their power and they sometimes distort the real facts for the sake of money and fame.
- We must never go to the trouble of criticizing what we read or watch.

3. Complete the following table:

Verb	Noun
establish
destroy
.....	commentator
.....	broadcaster
distort
.....	restriction
invade
exploit

4. Rewrite the following sentences using the new prompts.

- The mass media can establish or destroy a politician.
A politician
- We were deeply impressed by the latest newspaper articles.
The latest newspaper articles
- We should criticize everything which is being broadcast on the radio or television.
Everything

- d. We can be misled and misinformed by the reporters' subjective opinions.
The reporters' subjective opinions
- e. The mass media people should not distort the real facts.
The real facts
- f. Journalists and reporters are exploiting their capacities to the full.
Journalists and reporters' capacities

5. Do you agree that we are the mass media “victims”? Explain why, giving some arguments of your own.

6. Write a short paragraph, referring to the qualities of a good reporter.



Listen to the passage and answer the questions

1. Which people regard television as one of the most important mass media?
2. Why is television very powerful?
3. In which case can television become a passive entertainment?
4. How should we “face” the T.V. ads?
5. Which are the advantages of the radio over TV?
6. Why do the newspaper readers sometimes remain confused and do not know what to accept or believe?

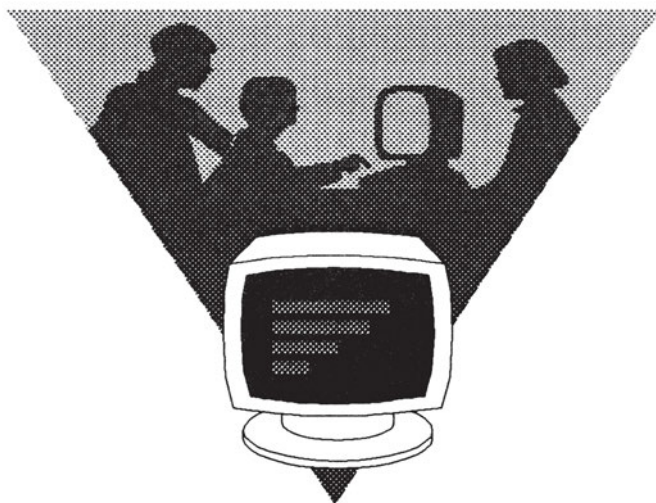
Vocabulary

mass media, μέσα μαζικής ενημέρωσης
addict, εθισμένος, κυριευμένος από κάποιο πάθος
age, εποχή
technology, τεχνολογία
power, ισχύς, δύναμη
enormous, τεράστιος
field, τομέας, πεδίο
press, τύπος, εφημερίδες, περιοδικά
dominate (over), κυριαρχώ (σε)
impose, επιβάλλω
evil, κακός, διαβολικός
mind, σκέψη, νους
will, θέληση

establish, στηρίζω, καθιερώνω, επιβάλλω
scientist, επιστήμονας
political party, πολιτικό κόμμα
deeply, βαθιά
impress, εντυπωσιάζω, επηρεάζω
go to the trouble of, μπαίνω στον κόπο να
criticize, κριτικάρω, ασκώ κριτική
unjustly, άδικα
prejudiced, προκατειλημμένος
affect, επηρεάζω
spokesman, εκπρόσωπος
presenter, παρουσιαστής
broadcaster, εκφωνητής

commentator, σχολιαστής
gloomy, κακόκεφος, μελαγχολικός, σκυθρωπός
good-looking, ευπαρουσίαστος, εμφανίσιμος
ugly, άσχημος, δύσμορφος
persuasive, πειστικός
boring, βαρετός, ανιαρός
fact, γεγονός, συμβάν
broadcast, εκφωνώ, (ανα)μεταδίδω
more often than not, πολύ συχνά
distort, διαστρεβλώνω, διαστρέφω
mislead, παραπλανώ
misinform, πληροφορώ κακώς, παραπλανώ
journalist, δημοσιογράφος
undoubtedly, αναμφίβολα
entitle, εξουσιοδοτώ, δίνω το δικαίωμα
express, εκφράζω
restriction, περιορισμός, όριο
right, δικαίωμα
corrupt, διαβρώνω, καταστρέφω, διαφθείρω
for the sake of, για χάρη (του)
profit, κέρδος
allow, επιτρέπω

spoil, καταστρέφω
reputation, υπόληψη, φήμη
subjectively, υποκειμενικά
invade, εισβάλλω
privacy, μοναξιά, ησυχία, εκούσια απομόνωση
respect, σεβασμός
earn, κερδίζω
gain, αποκτώ, κερδίζω
success, επιτυχία
discreet, διακριτικός
objective, αντικειμενικός
hero, ήρωας
powerful, ισχυρός, δυνατός
exploit, εκμεταλλεύομαι
capacity, ικανότητα
it is up to someone, εξαρτάται από κάποιον, ενα-
 πόκειται σε κάποιον
victim, θύμα
critical, κριτικός
feeling, συναίσθημα
undermine, υπονομεύω, υποσκάπτω
carry away, παρασύρω, ενθουσιάζω



Addiction and who's to blame

How far do marketers contribute to the addictions from which some people in society suffer? There have been reports on reactions to campaigns to ban cigarette advertising and promotion. There are also arguments that cigarette addiction bears a close resemblance to other addictions such as to alcohol, illicit drugs and others. Specialists' opinions, on the matter, are that "a wide range of socioeconomic influences... depend on the individual's capacity to handle his or her personal responsibility". Marketers and advertisers help to create those influences.

It is pointed out that there are some millions of people world-wide who have a drinking problem. It is also pointed out that there is a correlation between alcohol consumption, in general, and the level of alcohol abuse. Therefore, marketers and advertisers have a direct responsibility for some part of the abuse. If cigarette advertising were allowed back on TV, in the countries where it's not permitted, it wouldn't be surprising if it made no difference whatever to volumes. There is also certain evidence that the decline in cigarette sales is actually faster in the countries where advertising is still permitted than in some Scandinavian countries, where it isn't. And in spite of all the controls on alcohol marketing and sales in those countries, alcoholism remains a serious social problem.

Addiction: Whose fault is it? Is it the marketer's responsibility? Does advertising mainly answer for it or is it the consumer himself to blame? Banning advertising, sponsorship and other forms of promotion is a tempting target for those who imagine it would have a dramatic effect on consumption. Marketers have a more modest view of the likely impact, and a greater respect for customers' preferences.

A. Questions

1. What does cigarette addiction bear a close resemblance to, according to some arguments?
2. What do many socioeconomic influences depend on?
3. Who helps to create those influences?
4. There are millions of people world-wide who have a drinking problem. Do you think that it would be difficult for these people to give it up? Who could help them?
5. Whose is the responsibility for alcohol abuse?
6. In which countries is the decline in cigarette sales faster?
7. Whose fault, do you think, addiction is? Is it the marketers', the advertising people's or the consumers' themselves? Discuss.
8. What efforts would you make to stop a man from smoking or drinking? Discuss.

B. Exercises

1. Fill in the blanks with the correct prepositions.

- a. He contributed a lot the effort.
- b. This text bears a close resemblance the one I read last week.
- c. What's your opinion the matter?
- d. Whether you study hard or not depends you.
- e. He pointed the difference between the two drugs.
- f. The teacher is responsible what has happened.
- g. He complained the noise.
- h. The inspector insisted the correlation the two murders.

2. Rewrite the sentences using the new beginnings.

- a. They still permit smoking in some office buildings.
Smoking
- b. The authorities didn't allow him to leave the country.
He
- c. The police officer blamed the driver of the red car for the accident.
The driver of the red car
- d. Nobody has announced anything about the facts.
Nothing
- e. It is said that they will forbid cigarette advertising on the cinema.
It is said that cigarette advertising

3. Find the word or phrase in the text which means the same as the following:

- a. to have a share in
- b. disagreement
- c. produce/make
- d. usually/in most cases
- e. words or objects which prove a statement or belief
- f. although; without worrying about

- g.** the various activities by which goods are advertised and sold
- h.** the state of depending on sth especially drugs

4. Give the antonyms of the following:

- a. blame
b. ban
c. resemblance
d. illicit
e. capacity
f. create
g. permit
h. decline
i. tempting
j. modest

5. Solve the puzzle.

[illegible]

1. Forbid, esp. by law.
2. Deal with; control.
3. Habit-forming substances.
4. A completed set of actions intended to obtain a particular result in politics or business.
5. Movement from higher to lower.
6. Person or firm that sells a product.
7. The diseased condition caused by the continued and habitual drinking of alcohol in great quantities.
8. The state of promoting a product.
9. Attracting.

Vocabulary

addiction, εθισμός σε επιβλαβή έξη/τάση
who is to blame, ποιός είναι υπεύθυνος, ποιός είναι άξιος μομφής, ποιός φταίει
how far, κατά πόσον
marketer, έμπορος
contribute, συμβάλλω, συνεισφέρω
suffer, υποφέρω, υπομένω, ανέχομαι
report, αναφορά, φήμη
reaction, αντίδραση
campaign, διαφημιστική εκστρατεία, καμπάνια
ban, απαγορεύω δια νόμου, καταδικάζω
advertising, διαφήμιση (η τέχνη)
promotion, προώθηση
argument, επιχείρημα
to bear a close resemblance, έχω μεγάλη/φοβερή ομοιότητα
illicit, παράνομος
drugs, ναρκωτικά, φάρμακα
specialist, ειδικός, ειδήμων
range, σειρά
socioeconomic, κοινωνικοοικονομικός
influence, επίδραση, επιρροή
individual, άτομο, ατομικός
capacity, ικανότητα
handle, ελέγχω, χειρίζομαι
personal, προσωπικός
responsibility, ευθύνη, πρωτοβουλία
advertiser, διαφημιστής
create, δημιουργώ, παράγω
point out, τονίζω, δίνω έμφαση

world-wide, παγκοσμίως, ανά τον κόσμο
correlation, συσχετισμός
consumption, κατανάλωση
level, επίπεδο, στάθμη
abuse, κατάχρηση, (κακή) έξη
allow, επιτρέπω
permit, επιτρέπω, δίνω άδεια
surprising, που προκαλεί έκπληξη
whatever to volumes, όσον αφορά τον όγκο (των πωλήσεων)
evidence, απόδειξη, μαρτυρία, στοιχεία
decline, πτώση, μείωση, εξασθένιση
sales, πωλήσεις
in spite of, παρά το γεγονός ότι
control, έλεγχος, κοντρόλ
remain, παραμένω
serious, σοβαρός
fault, σφάλμα, ευθύνη
mainly, κυρίως
answer for, ευθύνομαι (για), είμαι υπόλογος για
consumer, καταναλωτής
blame, κατακρίνω, μέμφομαι
sponsorship, χρηματοδότηση/προσφορά (προγράμματος, εκδήλωσης κ.λπ.)
tempting target, δελεαστικός στόχος
have a dramatic effect, έχω «φοβερή» επίδραση
modest, ήπιος, μετριοπαθής
impact, συνέπεια, αποτέλεσμα, αντίκτυπος

The price of publicity



How much should we spend on publicity? You can pay £250,000 for a commercial, or (just possibly) £2,500. You can pay £150 an hour for a PR consultant's time, or only £15. Which you choose, obviously depends on the task in hand. Equally obviously, it's down to the client to make sure he gets what he pays for, and he needs what he gets. A notable difference between

the two, and the point where the grumbles really start to get fierce, is the ad agency's responsibility for commissioning the commercial, and the methods it uses for charging the client. However cannily the money is spent, it will be wasted if the publicity gained doesn't relate to the client's strategy. "The best ad campaign, the most effective PR," can only be as good as the client's overall purpose allows it to be. "A poor ad but the right strategy" is preferable to a "well made ad and the wrong strategy". So the answer is to spend nothing on publicity, until we have sorted out what we want to achieve.

Only then we can begin to put a price on the service we are contemplating buying, and establish a criterion to judge whether it is working. But above all, we must be able to put our faith in our professional advisers.

A. Questions

1. How much can you pay a PR consultant an hour?
2. What does your choice depend on?
3. What is the client to make sure?
4. What causes grumbles, sometimes fierce ones, between the client and the ad agency?
5. What is "a poor ad but the right strategy" preferable to?
6. If you ran a business how much would you spend on publicity? Do you think it plays an influential role as far as the success of a business is concerned? Discuss.

B. Exercises

1. Fill in the blanks with the correct prepositions.

- a. He spends a lot of money books.
- b. He paid a lot of money his new PC.
- c. I didn't want you to influence their decision. It's them to make sure what they need.
- d. Your story doesn't relate the one your brother told me.
- e. A good book is preferable a dull film on TV.
- f. At the post-office all letters are sorted before they leave for their destination.
- g. We are terribly busy putting prices the new products.
- h. I know you will not be unworthy of my faith you.

2. Match the words on the left with the ones on the right so that you make ten pairs of synonyms.

- | | |
|--------------|---------------|
| 1. obviously | a. violent |
| 2. client | b. evidently |
| 3. notable | c. complaint |
| 4. grumble | d. general |
| 5. fierce | e. trust |
| 6. gain | f. tactics |
| 7. purpose | g. obtain |
| 8. overall | h. remarkable |
| 9. faith | i. customer |
| 10. strategy | j. aim |

3. Put these words into the correct order to form sentences.

- a. spend, we, publicity, on, How much, should?
- b. nothing, spend, to, answer, publicity, on, So, is, the.
- c. we, be, faith, professional, after, put, But, all, must, advisers, to, our, in, our, able.
- d. to, pays, make, the, what, It's, client, down, for, he, sure, gets, to, he.
- e. strategy, made, A, is, well, ad, but, to, wrong, the, strategy, a, preferable, right, the, and, ad, poor.

4. Complete the following sentences with the right form of "do" or "make".

- a. It's up to the client to sure he gets what he pays for and he needs what he gets.
- b. Let's arrangements for the next meeting.
- c. By so you will save a good deal of money.
- d. He is an excellent consultant; he is for this work.
- e. What shall I , if I have lost my money?
- f. Could you me a favour?
- g. You have to your best, if you want to succeed.
- h. He hasn't up his mind yet. Should he leave his present job or not?
- i. Publicity has to with public relations.
- j. "Criterion" "criteria" in the plural.

5. Find the words in the text meaning the following:

- a. the business of bringing someone or something to (favourable) public notice
- b. advertisement on television or radio
- c. it's up to sb
- d. placing a special order for something
- e. asking in payment
- f. (to) see or show a connection with
- g. a particular plan for gaining success in a particular activity
- h. thinking deeply about; considering with continued attention
- i. strong belief; trust
- j. a person who gives advice, esp. one who is often asked for advice as by a government or business

Vocabulary

price, τιμή, κόστος

publicity, δημοσιότητα, διαφήμιση

commercial, εμπορική διαφήμιση (στο ραδιόφωνο ή τηλεόραση), εμπορικός

PR (public relations), δημόσιες σχέσεις

consultant, σύμβουλος

obviously, φανερά, προφανώς

depend on, εξαρτώμαι από

task in hand, προκαθορισμένος στόχος

equally, εξίσου

it's down to someone, εναπόκειται σε κάποιον

client, πελάτης (γραφείου, εταιρίας κ.λπ.)

make sure, σιγουρεύω, εξασφαλίζω

notable, αξιοσημείωτος, σημαντικός

point, σημείο

grumble, μεμψιμοιρία, παράπονο

fierce, άγριος, σφοδρός

ad (advertisement), διαφήμιση

agency, αντιπροσωπεία, πρακτορείο

responsibility, ευθύνη

commission, αναθέτω, παραγγέλλω

charge, χρεώνω

cannily, προσεκτικά

waste, σπαταλώ, χάνω

gain, κερδίζω, αποκτώ

relate, έχω σχέση με

strategy, στρατηγική

campaign, διαφημιστική εκστρατεία, καμπάνια

effective, αποτελεσματικός

overall, συνολικός, γενικός

purpose, σκοπός, πρόθεση

allow, επιτρέπω

preferable, προτιμητέος

sort out, ταξινομώ, βάζω σε σειρά

achieve, κατορθώνω, πετυχαίνω

contemplate, έχω υπόψη να, σκέφτομαι να

establish a criterion, ορίζω/βάζω κριτήριο

judge, κρίνω

it is working, έχει θετικό αποτέλεσμα, «περνάει», «πιάνει»

faith, εμπιστοσύνη

adviser/ -or, σύμβουλος

Make the most of a good mix



“Public relations” is most effective as a marketing tool when it is integrated with the rest of the marketing plan.

Effective public relations is one of the most adaptable marketing tools. They are involved at all levels of the sales and distribution system. The benefits of using advertising and product publicity as complementary selling tools, are obvious. Both seek to educate, persuade, motivate and create awareness and an incentive to buy.

Advertising's plus is the control of the message, of its positioning and of its reach and frequency. Public relations' most important contribution is high credibility. The audience knows that ads are paid for, but when the same message appears in editorial form, it's more easily believed and accepted. Advertising is often planned to correspond to peak selling seasons or to stimulate sales during downturns. On the other hand, public relations can bridge the gaps between schedules or, continue throughout a campaign period.

Cost limitations often make it difficult to tell a product's complete story within the confines of a single page of print or a 30-second TV spot. But "public relations" is less subject to the limitations of time and space. It provides the ideal opportunity to expand upon the benefits promised by the product. In effect, public relations can provide the platform to communicate all the aspects of the sales that do not fit within the confines of an ad.

A. Questions

1. Which is one of the most adaptable marketing tools?
2. What do advertising and product publicity seek?
3. What is advertising's plus?
4. What does the audience know about ads?
5. What happens when an advertising message appears in editorial form?
6. Why is "public relations" advantageous to advertising?
7. What do public relations provide?
8. Discuss; in your opinion, which are the necessary qualities needed for a person involved in the field of public relations?

B. Exercises

1. Use the correct form of the adjectives in brackets.

- a. Public Relations' contribution is high credibility. (important)
- b. A message in editorial form is to believe. (easy)
- c. Her problem was than we had thought. (serious)
- d. You are too fat. Can't you eat ? (little)
- e. The she grows, the she becomes. (much, beautiful)
- f. Why did they choose him and not me for the job? I'm as as he is. (skillful)
- g. It's the and film I've ever seen. (bad, boring)
- h. Who is the person you know? (clever)

2. Join the sentences using the conjunctions given below: while, although, because, but, as, since.

- a. He can't know the answer. He has never read the book.
- b. We are early. Let's have a drink first.
- c. She never tells lies. She is afraid of her father.
- d. She is poor. She spends a lot.
- e. The children are naughty. They are polite.
- f. Mary was doing her homework. She was listening to music at the same time.

3. The word in capitals at the end of each of the sentences can be used to form a word that fits suitably in the blank space. Fill in each blank in this way.

- a. There is a that there is life on other planets. BELIEVE
- b. The of the product increases day by day as it has been well advertised. PUBLIC
- c. are often necessary when talking about advertising costs. LIMIT
- d. Success is sometimes based on the an ad appears on TV. FREQUENT
- e. costs must be cut off. We are running short of capital. PRODUCE
- f. His way of expressing his ideas has made him a successful politician. PERSUADE

4. Complete the table below.

Verb	Noun	Adjective
.....	effective
.....	public
.....	adaptable
.....	distributive
.....	complementary
.....	complete
.....	persuasive
.....	contributory
.....	credible
.....	continuous
.....	limited
.....	communicative

5. Find the words in the text meaning the following:

- a. way of treating and thinking of each other; connections
- b. joined to something else so as to form a whole
- c. advantage; profit; good effect
- d. the business of bringing someone or something to (favourable) public notice, esp. for purposes of gain
- e. supplying what is lacking; completion
- f. an encouragement to greater activity; motivation
- g. the people listening to or watching a performance, speech, television show, etc.
- h. (to) increase in activity; cause interest
- i. moving from a state of high activity to a state of low activity
- j. plans for a certain future time

Vocabulary

make the most of sth., εκμεταλλεύομαι/αξιοποιώ κάτι όσο καλύτερα μπορώ

mix, μείγμα, συνδυασμός

public relations, δημόσιες σχέσεις

effective, αποτελεσματικός

marketing tool, μέσον/όργανο μάρκετιν

be integrated, ενσωματώνομαι, ενοποιούμαι

adaptable, προσαρμόσιμος, ευπροσάρμοστος

be involved, έχω σχέση

level, επίπεδο, φάση

sales and distribution system, σύστημα πωλήσεων και διανομής

benefit, όφελος

advertising, διαφήμιση (η τέχνη)

product, προϊόν

publicity, δημοσιότητα

complementary, συμπληρωματικός, βοηθητικός

obvious, φανερός

seek, αποσκοπώ, ψάχνω

educate, ενημερώνω, μορφώνω

persuade, πείθω

motivate, παρακινώ

create, δημιουργώ

awareness, ενημέρωση, επίγνωση, συνείδηση

incentive, κίνητρο

plus, το "συν", πλεονέκτημα

message, μήνυμα

positioning, τοποθέτηση

reach, προσέγγιση

frequency, συχνότητα

contribution, συνεισφορά

credibility, αξιοπιστία

audience, το κοινό, ακροατήριο

ad (advertisement), διαφήμιση

in editorial form, σε εκδόσεις, σε μορφή εντύπου

correspond to, ανταποκρίνομαι/αντιστοιχώ σε

peak selling season, εποχή που οι πωλήσεις βρίσκονται σε αιχμή

stimulate, παρακινώ, κεντρίζω

downturn, κάμψη, πτώση, μείωση

bridge, γεφυρώνω

gap, χάσμα

schedule, πρόγραμμα

throughout (a period of time), σε όλο το διάστημα

campaign period, περίοδος καμπάνιας/διαφημιστικής εκστρατείας

limitation, περιορισμός

confine, πλαίσιο, όριο

print, εκτύπωση, τύπωμα

spot, σύντομη τηλεοπτική διαφήμιση

be subject to, υπόκειμαι σε

provide, παρέχω, δημιουργώ

expand, επεκτείνομαι

in effect, κατά συνέπεια

platform, χώρος, πεδίο, πλατφόρμα

communicate, μεταδίδω μήνυμα, πληροφορώ

aspect, φάση, πλευρά

fit, αρμόζω, χωράω

Can get no satisfaction

Marketers spend their time trying to win customers through advertising, public relations, design and other traditional promotional activities. But many are missing one of the most important marketing tools ; customer relations and the art of retaining customers. The message is simple: complaints are a key to sales.

Most companies argue that they don't get many complaints, and that this is a reflection of the success of their product line or service. This, however, is far from the truth. These companies don't know how many dissatisfied customers they have because most dissatisfied customers do not complain.



Complaint apathy

There are three main reasons for not complaining. First, it is not worth the time and effort to complain. Second, the consumer doesn't know where or how to complain in case the product he has bought is defective. And third, there is a general belief that the company will not do anything about the problem even if a complaint is made. "But they still buy from us anyway" some company directors argue. Another myth! The reality is that customer dissatisfaction seriously affects repeat purchasing.

When a consumer is dissatisfied with a major purchase such as a car, a domestic appliance, a home repair or an insurance policy, the repurchasing habits are as follows: For unhappy consumers who do not complain, very few will remain loyal to the company and buy again. For those who do complain but do not get any satisfaction, loyalty decreases only a little. When consumers complain and receive satisfaction, the complaint is dealt with very quickly, the retention of business level goes up to almost a 100%.

A. Questions

1. How are marketers trying to win customers?
2. Which is one of the most important marketing tools?
3. Is it true that if a company gets no complaints from customers, they have succeeded in their product line or service?
4. Which are the three main reasons for not complaining?
5. Which of these three reasons, do you think, is the most important one?
6. If you were dissatisfied with a product you bought, would you complain or not? Why?
7. What happens when consumers complain and receive satisfaction?
8. Would you remain loyal to a company if you complained to them and received satisfaction?

B. Exercises

1. Fill in the blanks with the proper tense of the verbs in brackets.

- a. He for two hours. When is he going to finish? (work)
- b. Look! Somebody that window. (break)
- c. Your eyes are wet. you? (cry)
- d. My father me how to drive when I was 17. (teach)
- e. Where you last night? I you several times but there was no answer. (go, call) .
- f. Ann will ring you up, when she (come)
- g. Please, let me know, when you him. (meet)
- h. The children never to an art gallery before. (be)

2. Give the opposites of the adjectives given below.

- | | |
|-----------------|----------------|
| a. important | f. lazy |
| b. simple | g. capable |
| c. dissatisfied | h. different |
| d. unhappy | i. interesting |
| e. efficient | j. friendly |

Now use one or more of the adjectives in the above list - or their opposites - to describe the following nouns: **worker, book, face, customer, girl, person, machine.**

3. Complete the following sentences so that they make sense.

- a. If, you will not get any new orders.

- b. If, you should tell them.
- c. If, it would have sold well.
- d. What would you do, if
- e. You must complain, if
- f. Very few consumers will remain loyal to the company, if

4. Fill in the blanks with the appropriate preposition.

- a. Marketers try to win customers advertising and public relations.
- b. The art retaining customers is one the most important marketing tools.
- c. Customers' complaints are a key sales.
- d. There are many reasons which customers don't complain.
- e. There is a general belief that the company will not do anything the problem.
- f. When a consumer is dissatisfied a major purchase, he is not likely buy the same company again.
- g. The unhappy consumers will not remain loyal the company.
- h. If the complaint is dealt quickly, the retention business level goes almost a 100%.

5. Complete the following table:

Noun	Adjective
satisfaction
.....	traditional
.....	promotional
argument
product
apathy
.....	real
loyalty
activity
.....	domestic



Listen to the passage and say if the following statements are true or false.

- Consumers are always aware of their rights.
- Consumers are protected by law in many countries.

3. By the term “traders” we mean all persons who buy goods.
4. No obligations are created between the buyers and the traders.
5. The nature, the price and the description of the goods to be sold should correspond to the merchantable quality.
6. You are entitled to a refund when after some time you decide that the price of the item you have bought is too high.
7. If the product doesn't respond to its description, you can take it back to the shop asking either for a replacement or for a cash refund.
8. If the product you've bought is not good, you must take it to the manufacturer.
9. The local Citizens' Advice Bureau can prove helpful for the buyers.
10. “Customers are always right” is always in force.

Vocabulary

get satisfaction, βρίσκω ικανοποίηση, μένω ικανοποιημένος

marketer, έμπορος

customer, πελάτης

advertising, διαφήμιση (η τέχνη)

public relations, δημόσιες σχέσεις

design, προγραμματισμός, πλάνο

traditional, παραδοσιακός, κλασικός

promotional activities, ενέργειες προώθη-
σης

miss something, μου διαφεύγει κάτι

marketing tool, μέσον προσέλκυσης (του πε-
λάτη) για αγορά προϊόντος

retain, κρατώ, διατηρώ

message, μήνυμα

complaint, παράπονο

key, κλειδί

argue, ισχυρίζομαι, φέρνω ως επιχείρημα

reflection, συνέπεια, αντανάκλαση

product line, σειρά προϊόντος

service, υπηρεσία, εξυπηρέτηση

dissatisfied, δυσαρεστημένος

complain, παραπονούμαι

apathy, απάθεια, αδιαφορία

it is worth, αξίζει

effort, προσπάθεια

consumer, καταναλωτής, αγοραστής

defective, ελαττωματικός

general belief, γενική πεποίθηση

myth, μύθος

reality, πραγματικότητα

dissatisfaction, δυσαρέσκεια

seriously, σοβαρά

affect, επηρεάζω

repeat purchasing, επαναλαμβανόμενες / συ-
χνές αγορές

major, σημαντικός, σπουδαίος

domestic appliance, οικιακή συσκευή

home repair, επισκευή σπιτιού

insurance policy, ασφαλιστήριο, ασφαλιστι-
κό συμβόλαιο

habit, συνήθεια

loyal, πιστός

loyalty, εμπιστοσύνη

deal with, ικανοποιώ, αντιμετωπίζω

retention, διατήρηση

level, επίπεδο

go up, ανέρχομαι, ανεβαίνω

Consolidation exercises

1. trip, voyage, journey, excursion, travel (v. and n.); Choose the correct word to complete the blanks in the following sentences:

- a. The message had from the headquarters to all the branches of the company.
- b. It was a of thousands of miles.
- c. In the course of his round the Mediterranean our manager took part in various meetings.
- d. Repetitive have exhausted him.
- e. Our travel agency makes weekend to the greek islands.
- f. They went on an to the mountains yesterday.

2. advantage, profit, benefit, earnings, income; choose the correct word to complete the blanks in the following sentences:

(note that “benefit” does not usu. involve money; “profit” always does; “earnings” generally refers to what may be earned).

- a. Advertising helped the company make a of millions of dollars.
- b. For the of their company, they have to make a lot of changes.
- c. Good marketing is of great to every marketer.
- d. He didn't take of their offer last month and has to pay £100 more now.
- e. His by writing advertising texts exceed the amount of £10,000 a year.
- f. He wanted over a quarter of his total annual after taxes.

3. Rewrite the sentences using “What” where possible. (Note that “What” can be used as subject or object of the clause but it cannot be used with adjectives). Do not change the word order.

- a. The thing that I hate about our manager is his arrogance.
- b. The only thing that he cares about is money.
- c. The thing that interests him about his staff is their efficiency.
- d. The thing that he did first, was to inform the personnel about the financial crisis.
- e. The last thing he cares about is his personnel appearance.

4. Fill in the blanks with words deriving from the ones in capitals at the end of each sentence.

- a. Do affect the sales of a product? ADVERTISE
- b. If you travel to countries belonging to the Union, you do not have to get a visa. EUROPE
- c. The are found in the brochure. PARTICIPATE, REGULATE
- d. Is included in the price? ACCOMMODATE
- e. Advertising is not possible to discover immutable laws. PREDICT
- f. The of TV advertising lies in the fact that television is viewed in a special way. SIGNIFY
- g. The lies and with advertisers and their agencies. RESPONSIBLE, FAIR, SQUARE
- h. Without the muscle, nothing moves; no films, no print, no media, and ultimately no advertising FINANCE, BOOK, BUSY
- i. Reporters and are undoubtedly entitled to express their own opinion without any JOURNAL, RESTRICT
- j. There are also that cigarette bears a close to other addictions. ARGUE, ADDICT, RESEMBLE
- k. public relations are involved at all levels of the sales and system. EFFECT, DISTRIBUTE
- l. If the are dealt with very quickly, the of business level goes up to almost a 100%. CONSUME, COMPLAIN, RETAIN

5. Complete the table with the verbs and nouns deriving from the given adjectives.

	root adjective	verb	noun
a	bright
b	deep
c	flat
d	glad
e	hard
f	less
g	quiet
h	short
i	straight
j	thick
k	weak
l	wide

6. Form the adjectives deriving from the given nouns and then form their opposites adding the necessary prefix or suffix.

	noun root	adjective	opposite adjective
a	doubt
b	care
c	faith
d	meaning
e	skill
f	gratitude
g	help
h	hope
i	value
j	use
k	success
l	rest

7. Put the verbs in brackets in their correct form.

- He (go) to the manager's office when I met him.
- He never (work) in the advertising field before.
- Mary already (finish) the letter when I entered her office.
- You (see) our new commercials? They are fantastic!
- They were discussing the new project when the door (open) and John (enter) the room.
- They (not have) a holiday for six years.
- She thanked me for the information I (give) her.
- They (prepare) the new programme at present.
- He just (decide) that he (undertake) the job.
- You look awfully tired! What you (do) ?
- I never (read) an article that (interest) me so much as the one I (read) now.
- He refused to admit that he (cause) a lot of trouble.

8. Choose the most suitable word in each sentence.

- The person whom / who / which was dealing with the correspondence has moved to another branch.
- The advice which / whom / whose we were given proved to be extremely valuable.
- The sales manager whose / that / who was recently hired is very skilful.
- The director, which / whom / whose we all liked, retired last week.

- e. Advertising, who / that / which is a very powerful tool of promoting products, can become very harmful.
- f. This is the computer programme whose / that / who I told you about.
- g. Your views, who / that / which seemed similar to mine at first, are completely contradictory.
- h. The reporter who / that / whose article has become famous is now in prison.
- i. Commercials who / that / whom are boring and meaningless can destroy the whole commercial break.
- j. The company whose / who / which sales highly increased two years ago has just gone bankrupt.
- k. Their campaign, which / who / whom caused a negative reaction of the public, was finally stopped.
- l. That's the girl who / that / whose brother is a famous TV broadcaster.

9. Choose the most suitable preposition or phrase.

- a. Tom and Mary met in my office completely by surprise / by chance.
- b. They are looking for / in a well-organised escorted tour.
- c. It is important to get under / get across to the people the truth about the power of / on advertising.
- d. How can Peter and George become partners? They have nothing in common / in general.
- e. They should be here soon. They are in the way / on the way.
- f. Marketers should have a greater respect at / for customers' preferences.
- g. He insisted for / on the correlation between the two cases.
- h. She has to answer for / answer back many difficulties caused in the company.
- i. Do nothing, until you have sorted away / sorted out what you want to achieve.
- j. A good book is preferable at / to a dull film.
- k. Mr Smith is away on business / in business.
- l. Your account over / of events corresponds about / with mine.

10. Complete the following words:

- a. b : leaflet
- b. a : that can be used or obtained
- c. a : room(s) for living in
- d. d : going away
- e. r : booking
- f. p : taking part or becoming involved in an activity
- g. v : legally usable or acceptable
- h. r : making the price smaller
- i. r : paying back received money
- j. r : rules or restrictions set by an authority

- k. e : incorrect; mistaken
- l. s : importance
- m. b : a particular make of goods or their trade mark
- n. b : send out radio or television programmes
- o. e : give somebody the right or the authority to do something
- p. i : strong impression or effect on somebody or something
- q. g : complaint
- r. c : series of planned activities with a particular commercial aim
- s. c : give somebody a piece of work to do
- t. i : motive; financial encouragement

11. Flight, drive, ride, tour: Use each one of the words twice to complete the following sentences:

- a. The has been cancelled because of fog.
- b. The orchestra is currently on in Italy.
- c. "Would you like a on my motorbike?" He asked me.
- d. They have gone on a guided of the district.
- e. As there was another in half an hour, I didn't have to wait at the airport for long.
- f. He said he could a car.
- g. He used to a Jaguar two years ago.
- h. She would like to have a on a horse.

12. May, should, must, will: which of the words best complete the following sentences:

- a. If I see George, I give him your message.
- b. You had better take an umbrella, because it rain.
- c. anyone phone, tell them I am busy.
- d. You have been working the whole day. You be exhausted.
- e. If he is the owner of the company, he be very rich.
- f. Visitors leave the museum before 4 p.m.
- g. I think you try harder, if you want to get the job.
- h. you help me with my luggage, please?
- i. How long the tour take?
- j. I suggest another time for the meeting?
- k. I'm not sure but I have forgotten my keys in the office.
- l. We have bought a new lock for the front door.

13. Complete the words in column A to form the antonyms of the words in column B.

A.	B.	A.	B.
a. p	private	k. u	fairly
b. p	compulsory	l. g	cheerful
c. d	arrive	m. b	exciting
d. e	contract; shorten	n. a	forbid
e. i	exclude	o. p	loss
f. s	loose	p. s	objectively
g. v	unimportant	q. p	weak
h. d	be against	r. s	failure
i. e	tiny	s. c	inability
j. e	good	t. m.....	proud

14. Complete the table below.

Verb	Noun	Adjective
challenge
beautify
wonder
collect
decide
differ
enjoy
rely
dominate
destroy
admit
restrict
corrupt
object
contribute

15. Choose the most suitable word/s underlined.

- a. They are looking for a well-organised/well prepared escorted tour.

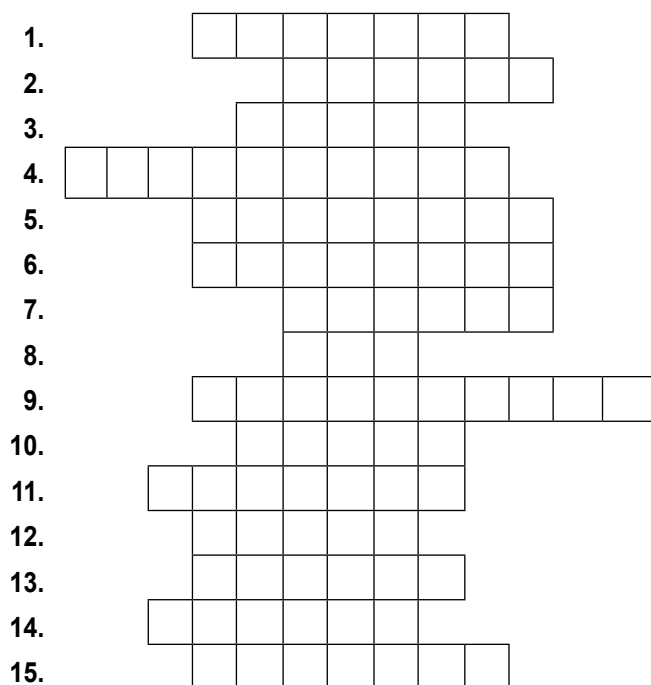
- b. She has asked different travel agencies for their brochures to get some advice/ information about their Greek tours.
- c. You have to take into consideration the participation reservations / participation regulations indicated in the brochure.
- d. She won't be long. She's just packing her last luggage / suitcase.
- e. You have to check in / check up an hour before the plane leaves.
- f. The morning flight to Corfu was cancelled / delayed for two hours because of thick fog.
- g. The plane from Rome has just grounded / landed.
- h. I hope that you will enjoy your flying / flight.
- i. A sign above the seats in the plane says "Fasten your lifebelt / seat belt".
- j. All duty free goods must be declared / surrendered at the customs.
- k. They bought two simple / single tickets, as they were going to return by car.
- l. The plane took off / took up and was soon high over the city.
- m. Airline companies do not accept any liability in any way with respect to rate standards / price standards.
- n. Unused services are refundable / returnable at the issuing office only.
- o. Most hotels grant 50% restriction / reduction for children up to 5 years of age.

16. Match the following prefixes with the correct form of the words in capitals at the end of each sentence and fill in the blanks.

semi-, dis-, in-(im-, ir-), mis-, ex-, non-, over-, sub-, under-, un-

- a. Joan the responsibility for the changes in the office decoration. TAKE
- b. Don't let his friendly words you into trusting him. LEAD
- c. Teachers must not be with slow learners. PATIENT
- d. He accused the board of directors of the shareholders about the budget. INFORM
- e. They sat around the director's desk in a CIRCLE
- f. There is a beneath the main title of the book. TITLE
- g. An person should not be a chairman. EFFECTIVE
- h. Jimmy Carter is one of the of the U.S.A. PRESIDENT
- i. She may forget to post the envelope. She is an person. RELIABLE
- j. The employer expressed his that she arrived late. SATISFY
- k. I have been rather it lately; I need a holiday. DO
- l. They her abilities. Actually she is a very good clerk. ESTIMATE
- m. The business turned out to be and soon closed down. PROFIT-MAKING
- n. They cannot trust Paul. His behaviour is RESPONSIBLE
- o. What is the rate of between the dollar and the pound? CHANGE

17. Solve the puzzle and find the two hidden words in the central vertical column.



- | | |
|---|---|
| 1. aim or intention | 10. a class of goods which is the product of a particular firm or producer |
| 2. a plan of how to spend money | 11. (a sum of) money used for starting a business |
| 3. customary behaviour | 12. the newspapers, television and radio |
| 4. to handle or control | 13. the act of trying |
| 5. that can be trusted | 14. (a) repayment |
| 6. booklet | 15. a spoken or written piece of information passed from one person to another. |
| 7. a person who does business for another | |
| 8. something that explains, answers, or helps you to understand | |
| 9. fellow workers, esp. in a profession | |

18. Rewrite the sentences using the prompts given.

- Do you think advertisements affect the sales of a product?
He wanted to know if
- We want to enjoy our vacation from the first to the last minute.
Peter said (that).....

- c. We visited the best places in Greece.
Jane told me (that)
- d. Jane has looked through different programmes.
John mentioned that
- e. You are the most suitable person to do this work.
He told her (that)
- f. Write your full name, please.
The hotel owner asked her politely
- g. Could you please arrange that for me?
She asked me politely if
- h. What would you suggest?
He wanted to know what
- i. Don't write anything more in your CV.
The clerk advised me
- j. We will consider the matter tomorrow.
The director announced that

UNIT 6

Chapter	Function	Language work
1. Market: an inexhaustible field	Describing facts, rules and regulations - Acquiring vocabulary - Listening	Matching synonyms - Adding prefixes/ suffixes to form antonyms - Formation of nouns - Gap filling with prepositions - Identifying the doer - Answering questions
2. Could a product be marketable without the help of the market research?	Toning down information and giving advice - Acquiring vocabulary - Emphasising the doer - Listening	Identifying words with their definitions - Gap filling with prepositions - Forming derivatives - Forming adverbs - Identifying the doer - Active → Passive Voice - Answering questions
3. Wanted: an identity	Defining a science - Acquiring vocabulary - Using the correct verb of speaking - Emphasising the doer and processes	Completing sentences with derivatives - Identifying words with their definitions - Gap filling with prepositions - Say/ tell/talk/speak - Active → Passive Voice
4. The creative urge	Expressing views and opinions - Giving advice - Narrating facts - Acquiring vocabulary	Identifying parts of speech - Identifying words with their definitions - Identifying True-False statements - Forming nouns - Matching synonyms
5. Evaluation checklist	Giving instructions - Acquiring vocabulary - Reporting questions	Making questions - Finding antonyms - Forming derivatives - Completing sentences with specific words - Indirect questions
6. Promotions: Legal, decent, honest, truthful	Describing rules and principles - Acquiring vocabulary - Giving advice - Dealing with -ing and -ed clauses	Identifying words with their synonyms - Identifying True - False statements - Forming derivatives - Completing sentences with present or past participles
7. NPD: Recipe for success	Giving advice - Expressing opinions - Emphasising processes - Acquiring vocabulary - Writing compositions	Gap filling with prepositions - Identifying words with their synonyms - Odd-man-out - Forming derivatives - Active → Passive Voice - Guided composition
8. The management field	Describing organisations - Defining jobs - Acquiring vocabulary - Revising tenses - Listening	Matching synonyms - Forming derivatives - Gap filling with prepositions - Identifying the doer - Completing sentences with verbs - Answering questions
9. Going into partnership	Requesting and giving information - Acquiring vocabulary - Reporting ideas	Identifying True-False statements - Forming words - Adding prefixes to form adjectives - Identifying words with their definitions - Direct → Indirect Speech
10. Credit cards	Describing facts, obligations and requirements - Acquiring vocabulary - Speaking	Identifying words with their definitions - Forming derivatives - Forming comparatives - Completing sentences with prepositions - Supporting ideas

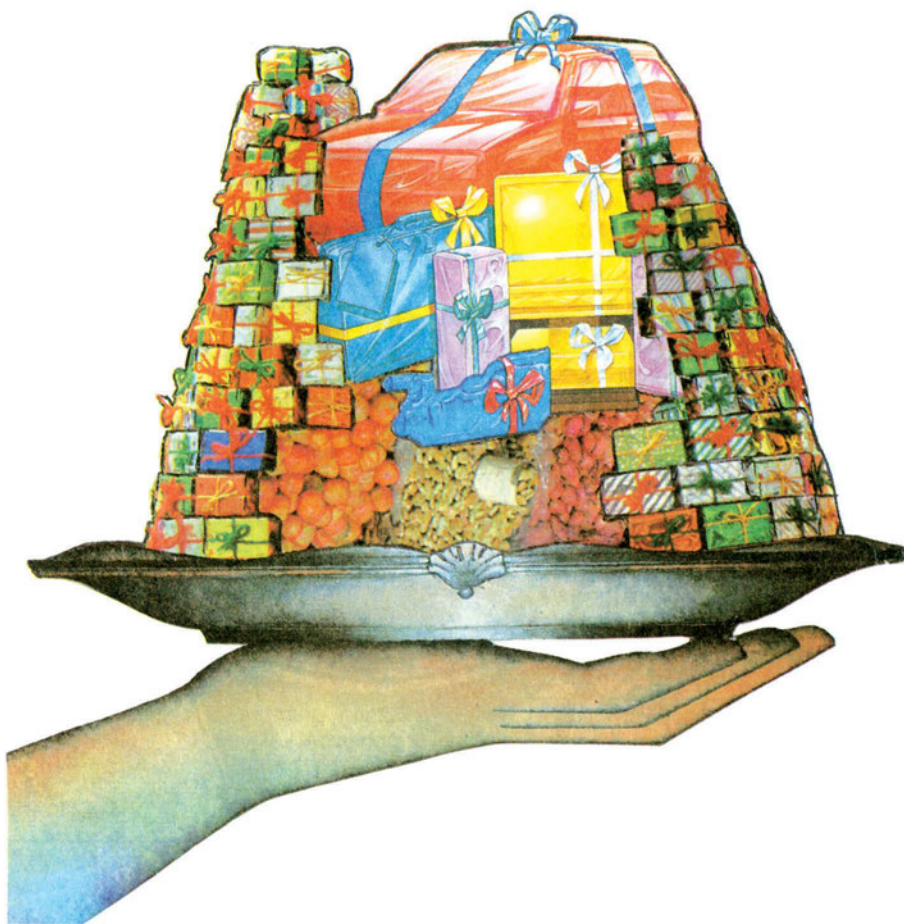
Unit 6

Marketing, management and purchasing



watch
your money grow...

Market; an inexhaustible field



To most people **market** means a building or any open place where buyers and sellers meet to trade in goods. The open areas where a market is held are commonly named **market-places**.

However, in the business world, **market** is a variety of specialized terms and meanings. Some say that it is the total public demand for an article or a commodity. Some think it is the present or possible future demand of the commodity. Others regard it as the state of trade in certain goods and especially as the rate of buying and selling. According to the economic theory, **market** means an organized group of buyers and sellers of a particular economic good who are sufficiently in touch with each other. This is done for all of them to know the current conditions of demand and supply, so that there is only one

price, called the **market price**. In other words, the **market price** is the price of an article or a commodity that is current in the market. The price halfway-between the **bid price** and the **offered price** is what traders call **middle** or **mean price**.

The **marked price** has nothing to do with the **market price**. It is the price marked on goods sold in shops. In some countries, retailers are forbidden by law to raise the price, once the goods have been marked. Another limitation on the raising of prices is when a government acts to control prices in times of inflation. This is a necessary step to prevent the cost of living from rising, especially during a wage freeze. In this case, we say that there exists the **price freeze**.

Market, of course, is an inexhaustible field. When a country or an area has been declared to be closed to all producers and sellers, except a monopolist or his licensee, then we have a **closed market**. On the contrary, when in a country or in an area – by agreement – several manufacturers or their agents are free to compete with each other in selling their products, then there exists the **open market**. It is also called **free market** and when it exists, buyers and sellers are free of interference and control. Therefore, they are able to determine the market price according to the forces of supply and demand.

When the **market** is in a state of activity and certain stocks are popular, marketable and easily or quickly sold and bought, then the market is called **active** or **ready**. **Limited market** is just the opposite. It's a market in which it's difficult to find buyers and sellers for a particular reason.

Restricted market is the one into which a producer has agreed with one or more other producers to restrict, that is to say, to limit his selling in order to avoid competition.

Many commodities and products, are in need of the **fringe market**. This is the market for small containers used for the pre-packing of some products, especially the liquid ones, or the liquid gases.

Any lawful trading in goods that are scarce at a particular time and, therefore, command a much higher price than the normal one, is called **grey market**. But don't confuse "grey" with "black". **Black market** is the unlawful trading in goods that are scarce, either because supplies are officially rationed or forbidden, or because prices are controlled by government order.

A. Questions

1. What is the common name of the open areas where a market is held?
2. Is the meaning of "market" in the business world as simple as it is for most people?
3. What do we mean by the term "market price"?
4. Is the "marked price" the same as the "market price"?

5. What is a necessary step governments have to take in order to prevent the cost of living from rising, especially during a wage freeze?
6. When do we have a "closed market"?
7. How do we call the market system according to which several manufacturers or their agents are free to compete with each other in selling their products?
8. Is the term "ready market" the same as the term "active market"?
9. How do producers agree to avoid competition?
10. Can you refer to some products which are in need of the "fringe market"?
11. Does the term "grey market" refer to the increase of prices when a commodity is scarce at a particular time?
12. How do we call the unlawful trading?

B. Exercises

1. Match the following:

- | | |
|-----------------------|---------------------|
| a. market | 1. traders |
| b. buyers and sellers | 2. item |
| c. is held | 3. trading |
| d. article | 4. product |
| e. commodity | 5. named |
| f. called | 6. takes place |
| g. in touch with | 7. misunderstand |
| h. current | 8. producers |
| i. forbidden | 9. valid |
| j. agent | 10. representative |
| k. manufacturers | 11. not allowed |
| l. confuse | 12. in contact with |
| m. economic good | 13. reserved market |
| n. restricted market | 14. benefit; profit |

2. Add the suitable prefix or suffix to form the opposite meanings to the following:

- | | |
|-----------------|-------|
| a. possible | |
| b. certain | |
| c. sufficiently | |
| d. necessary | |
| e. exhaustible | |
| f. licensed | |
| g. able | |

- h. meaning
- i. limit
- j. normal

3. Which persons do the following?

- a. buy
- b. sell
- c. trade
- d. market
- e. supply
- f. retail
- g. produce
- h. compete
- i. manufacture
- j. control

4. Fill in the blanks with the correct prepositions.

- a. the business world, "market" is a variety specialized terms and meanings.
- b. Keeping touch is useful all the traders.
- c. other words, the "market price" is the price an article or a commodity that is current the market.
- d. the contrary, if there is an area which several manufacturers are free compete each other selling their products, then there exists the system the "open market".
- e. Many commodities are need the "fringe market".
- f. You shouldn't confuse the "grey" the "black" market.
- g. Prices are usually controlled government order.
- h. Is this system simple it was expected be?

5. Form the nouns deriving from the list below. (Remember that some nouns have the same formation with their corresponding verbs).

- | | | |
|-----------|-----------|--------------|
| a. market | e. demand | i. determine |
| b. trade | f. limit | j. compete |
| c. vary | g. govern | k. produce |
| d. mean | h. agree | l. supply |



Listen to the dialogue and answer the questions.

1. What is Sue's recent job?
2. What do they manufacture in the company she has been hired?
3. Who is she talking with in the dialogue you've just heard?
4. How long has Sue been working with that company?
5. Has she understood everything about the meaning of "marketing"?
6. What does "marketing" mean according to Jane?
7. Which services does "marketing" also include?
8. Does Jane say that "marketing" also includes product research, planning, manufacturing, pricing and lots of other things?
9. What is the proportion of the final cost of a product as compared to the marketing operations?
10. Which example does Jane give related to the improvement in marketing techniques?

Vocabulary

inexhaustible, ανεξάντλητος

field, τομέας

trade, εμπορεύομαι, εμπόριο

be held, λαμβάνω χώρα, γίνονται

specialize (in) εξειδικεύω, εξειδικεύομαι

term, όρος

total, (συν)ολικός

demand, απαίτηση, ζήτηση

article, είδος, προϊόν

commodity, εμπόρευμα, προϊόν

regard (as) θεωρώ (σαν)

state, κατάσταση

rate, τιμή

economic good, οικονομικό όφελος/συμφέρον

sufficiently, επαρκώς

current, τρέχων, υπάρχων, ισχύων

condition, συνθήκη, κατάσταση

supply, προσφορά, εφοδιασμός, προμήθεια (προϊόντων)

market price, αγοραία τιμή, τρέχουσα τιμή εμπορεύματος

bid price, τιμή προσφοράς συμμετέχοντος σε διαγωνισμό

offered price, προσφερόμενη τιμή

middle/mean price, ενδιάμεση τιμή

marked price, η τιμή που αναγράφεται πάνω στα προϊόντα

retailer, έμπορος λιανικής πώλησης

law, νόμος

raise, αυξάνω

limitation, περιορισμός

inflation, πληθωρισμός

prevent, εμποδίζω

rise, αυξάνομαι, ανεβαίνω

wage freeze, πάγωμα μισθών

price freeze, πάγωμα τιμών

declare, δηλώνω, ορίζω, κηρύσσω

monopolist, ο έχων το μονοπώλιο προϊόντος

licensee, ο κάτοχος αδείας, νόμιμος εκπρόσωπος

closed market, μονοπώλιο, αποκλειστικότητα (για την πώληση προϊόντος)

manufacturer, κατασκευαστής, βιομήχανος

agent, εκπρόσωπος, αντιπρόσωπος

compete, ανταγωνίζομαι, συναγωνίζομαι

open market, ελεύθερη αγορά

interference, ανάμιξη, επέμβαση

determine, προσδιορίζω, καθορίζω

force, δύναμη, ισχύς

stocks, εμπορεύματα

marketable, εμπορεύσιμος, κατάλληλος προς πώληση

limited, περιορισμένος

restricted, περιορισμένος (βάσει νόμου ή συμφωνίας)

fringe market, αγορά προϊόντων συσκευασίας

container, δοχείο / κιβώτιο συσκευασίας, εμπορευματοκιβώτιο

packing, συσκευασία

pre-packing, συσκευασία προϊόντων πριν από τη διάθεσή τους στην αγορά

lawful, νόμιμος

scarce, σπάνιος

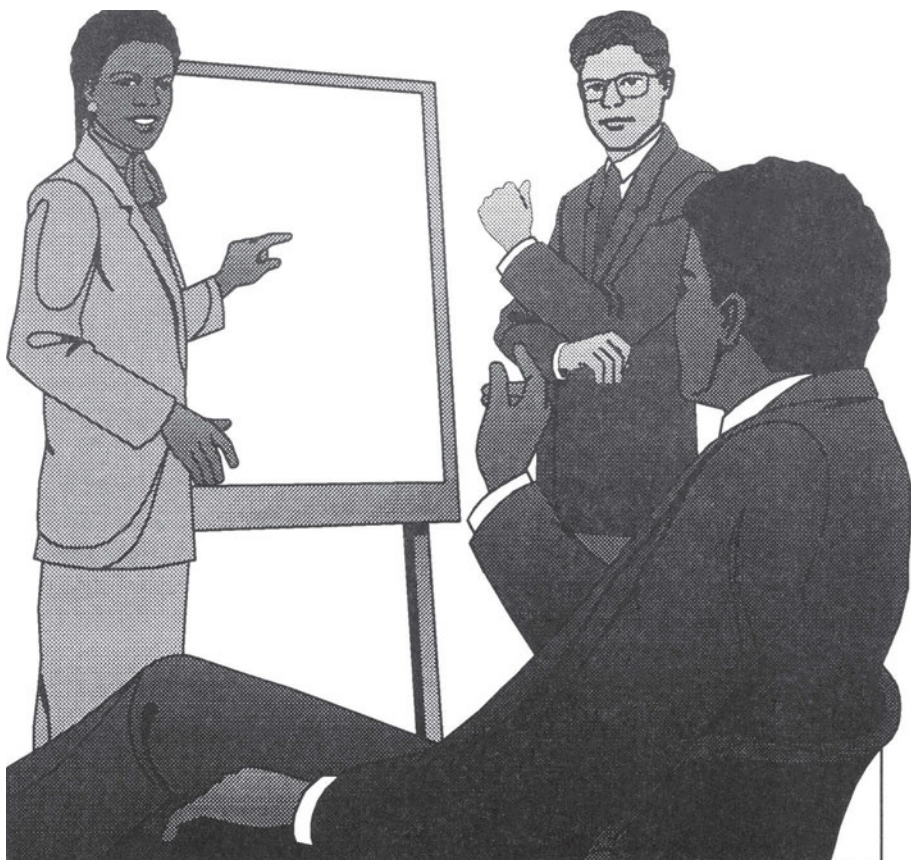
command, επιβάλλω, απαιτώ

grey market, υπερτίμηση, ανατίμηση

black market, μαύρη αγορά

officially, επίσημα

ration, περιορίζω, επιβάλλω (δελτίο)



Could a product be marketable without the help of the market research?



Before any commodity comes on the market, producers and marketers should know if it corresponds with the public demand. In this way, they will avoid the danger of losing money by producing or marketing a product that is not going to sell well.

Any work done for finding out what kind of goods consumers want, how much they are willing to spend and how they can be convinced to buy, lies in the field of the **market research**. The information collected by the market research is used by manufacturers before they produce a new product and put it on the market. **Market researchers** make a **market survey** using various methods, such as questioning large numbers of possible consumers and retailers. Further research on the tastes of the consumers, their habits, their incomes and their possessions is what business people name **consumer research**. This kind of research is carried out through **consumer surveys** and **market tests**. Market tests are primarily held in small areas by selling the product under research there.

The branch of the market research that examines the reasons why people choose to buy one or another brand of goods rather than others is called **motivational research**. The use of scientific methods, especially mathematics, to solve industrial, financial and commercial problems belongs to the field of the operational research. In this way, businessmen are helped to make sensible decisions on present and future action.

The choice of the most effective ways of advertising a particular product is made through the **advertising research**. The analysis of the results of the most effective ways of advertising is part of advertising research practices.

Market research, in general, has helped market to make great strides in the improvement and marketability of a product. Furthermore, it's a latest commercial field where a large percentage of the workforce is occupied.

A. Questions

1. Why should producers and marketers know if a new commodity corresponds to the public demand?
2. What does the field of the market research include?
3. Mention the method which market researchers use to make a market survey.
4. What is a consumer research?
5. Where are market tests held?
6. What do business people call motivational research?
7. In which field do they use scientific methods to solve industrial, financial and commercial problems?
8. What does the advertising research involve?
9. Has market research helped in the improvement and marketability of a product?
10. Are there many people occupied in this latest commercial field?

B. Exercises

1. **Find the words in the text which have the same meaning as the following:**
 - a. an article of trade or commerce
 - b. is in agreement; matches
 - c. persuaded
 - d. sector
 - e. serious and detailed study of a subject, that is aimed at learning new facts, scientific laws, testing ideas, etc.
 - f. a firm that produces or makes goods, esp. by machinery or other industrial processes
 - g. a general examination or study (of conditions, opinions, etc.), esp. carried out by asking people questions
 - h. a personal liking for something
 - i. performed or completed; fulfilled
 - j. take place
 - k. producing the desired result
 - l. techniques; methods

2. Complete the sentences with one of the following words: producer, marketer, manufacturer, salesman, clerk, assistant, businessman.

- a. If you don't have the necessary qualities to be successful in business, you are not much of a
- b. He is the best we have ever had. He persuades our customers to buy every new product that comes on the market.
- c. A does not direct the actors, but has the general control of the money spent on a film or play.
- d. The shop was very busy and we hired an extra
- e. The vacuum cleaner didn't work properly and they told me to send it back to the
- f. A person who is employed to do general office work is usually called a
- g. Before any commodity comes on the market, the should know if it corresponds to the public demand.

3. Fill in the blanks with the right preposition.

- a. Any work done finding what kind goods consumers want, belongs the field the market research.
- b. A lot commodities come the market, but only a few correspond the public demand.
- c. There should be a further research the tastes the consumers.
- d. The consumer research is carried by means of consumer surveys and market tests.
- e. The choice the most effective ways advertising a product is made the advertising research.
- f. Market research, general, has helped market make great strides the improvement and marketability products.

4. Who are the persons who deal with the following?

- | | |
|---------------------|------------------|
| a. producing | e. consuming |
| b. advertising | f. selling |
| c. doing a research | g. operating |
| d. collecting | h. manufacturing |

5. Rewrite the sentences using the new prompts.

- a. I shouldn't have convinced him to deal with-market surveys.
He

- b. He had collected the necessary information before he put the new product on the market.
The necessary information before the new product
- c. He carried out an investigation into the cause of the product's failure.
An investigation
- d. If we don't hurry, they will have sold everything by the time we get there.
If we don't hurry, everything
- e. You could have solved your financial problems, if you had had a partner.
Your financial problems
- f. Paul has chosen some very impressive and persuasive advertisements.
Some very impressive and persuasive advertisements

6. Complete the table.

Adjective	Adverb
dangerous
willing
various
possible
.....	primarily
.....	specially
sensible
effective
general
.....	well



Listening

Listen to the passage and answer the questions.

1. What did Panos ask John? Why?
2. What is John's job?
3. What are Panos' thoughts about the saleable and the unsaleable products?
4. Where could John find a copy of the sales figures?
5. What was the problem with the products which were left unsold?
6. Why did Panos have to send a sales letter to all potential customers?
7. What was the best settlement he could achieve to avoid loss of profit?

Vocabulary

product, προϊόν

marketable, εμπορεύσιμος, κατάλληλος προς πώληση

research, έρευνα

commodity, είδος, αγαθό, προϊόν

marketer, έμπορος

correspond (with sth), ανταποκρίνομαι σε, συμφωνώ με

the public, το κοινό

demand, ζήτηση, απαίτηση

avoid, αποφεύγω

market, εμπορεύομαι

goods, αγαθά, προϊόντα

consumer, καταναλωτής

willing, πρόθυμος

convince, πείθω

manufacturer, κατασκευαστής, βιομήχανος

researcher, ερευνητής

survey, έρευνα, μελέτη

question, ερωτώ

retailer, πωλητής λιανικής πώλησης

income, εισόδημα

possessions, ιδιοκτησία, περιουσία

carry out, διεκπεραιώνω

be held, διεξάγονται, λαμβάνω χώρα

branch, κλάδος

brand, μάρκα / φήμα (προϊόντος)

motivational research, έρευνα κινήτρων (για την αγορά προϊόντος)

scientific, επιστημονικός

solve, λύνω

industrial, βιομηχανικός

financial, οικονομικός

commercial, εμπορικός

operational research, έρευνα για την (καλή) λειτουργία επιχειρήσεως

sensible, λογικός, ορθός

effective, αποτελεσματικός, αποδοτικός

analysis, ανάλυση

practice, τεχνική, μέθοδος, εφαρμογή

stride, μεγάλο βήμα, δρασκελιά

make great strides, σημειώνω μεγάλη επιτυχία, προοδεύω αλματωδώς

improvement, βελτίωση

percentage, ποσοστιαία αναλογία

workforce, εργατικό δυναμικό

Wanted: an identity



What is marketing? Leave aside, for the moment, popular definitions such as “the right product, at the right time, in the right place, etc. etc.”. Is marketing a science which can be accurately measured? Is it a set of skills which can be learned? Is it a philosophical basis for running a business? Is it all of these things, or none of them?

This is really an academic question. According to a specialist in the subject, it has achieved at least some recognition from the well established disciplines like psychology or sociology. Now, however, it faces an identity crisis. Why? Apparently because some academics still yearn for a more scientific basis for their subject.

Some others would like to define marketing as the study of “transaction” or “exchange” science. Marketing, it can be argued, is about common sense. As the above expert says, the need is to develop a professional concept of marketing that will satisfy the needs of theorists, practitioners and society at large.

A. Questions

1. Give one popular definition of marketing.
2. What has marketing achieved, according to a specialist’s view mentioned in the text?
3. Why does marketing face an identity crisis in our days?
4. How do others define marketing?
5. What will the development of a professional concept of marketing satisfy?

B. Exercises

1. Using the prompts given, rewrite the sentences below without changing their meaning.

- a. They can learn this set of skills easily.
This set of skills
- b. Disciplines like psychology or sociology have recognised marketing.
Marketing
- c. The company achieved a 100% increase in profitability last year.
A 100% increase in profitability
- d. The development of a professional concept of marketing will satisfy the needs of theorists, practitioners and society.
The needs of theorists, practitioners and society

2. Use the form of the word in capitals at the end of each sentence that fits suitably in the blanks.

Example:

There are a lot of popular **definitions** for marketing. DEFINE

- a. People give several definitions for marketing but they are not
SCIENCE
- b. Talking , we can say that marketing is a set of skills, which can be learned, and a philosophical basis for running a business. ACADEMIC
- c. We can look back with on a job well done. SATISFY
- d. Marketing has achieved some from psychology and sociology.
RECOGNISE
- e. Some academics define marketing as the study of or exchange science. TRANSACT.

3. Find the words in the text which match the following:

- a. a special ability to do something well
- b. an exact statement of the meaning
- c. a branch of learning studied at a university
- d. theoretical
- e. liked by many people
- f. topic/matter

4. Fill in the blanks with the appropriate prepositions.

- a. A popular definition marketing is: "the right product the right time, the right place."
- b. Is marketing a set skills which can be learned?
- c. Is it a philosophical basis running a business?
- d. According specialists the subject, it has achieved least some recognition some well-established disciplines.
- e. Some academics yearn a more scientific basis their subject.
- f. There is the need develop a professional concept marketing that will satisfy the needs theorists, practitioners and society large.

5. Use the correct form of say, tell, talk or speak to fill in the blanks.

Remember:

say { say that
say sth. to sb.
said, "....."

tell { tell sb. that
tell sb. to do sth.
tell the truth/lies/a story
tell sb. how to do sth.

talk { talk about sth.

speak { speak to sb.
speak/well/badly
speak English/German

- a. How many languages can you?
- b. Some specialists that marketing faces an identity crisis.
- c. Can you me what the meaning of the word "transaction" is?
- d. Honest people always the truth.
- e. Actions louder than words.
- f. There is an important matter the manager wants to about with the staff.
- g. I you not to print this announcement. We are going to change it.
- h. She didn't everything to me.
- i. When he is to the staff, he expects them to be quiet.
- j. We'll meet,, at twelve if something unexpected doesn't arise.

Vocabulary

wanted, ζητείται

identity, ταυτότητα

marketing, τεχνική της εμπορίας των προϊόντων, μάρκετινγκ, διαδικασία της προώθησης των αγαθών στην αγορά

aside, κατά μέρος

definition, ορισμός

science, επιστήμη

accurately, ακριβώς

measure, μετρώ, υπολογίζω

set, σειρά, σύνολο

a set of skills, σειρά επιδεξιότητων

philosophical, φιλοσοφικός

run a business, διευθύνω/διαχειρίζομαι/διοικώ επιχείρηση

academic, (ους, επίθ.), ακαδημαϊκός, θεωρητικός

subject, θέμα

achieve, πετυχαίνω, κατορθώνω

recognition, αναγνώριση

well-established, καλά εδραιωμένος/ καθιερωμένος

discipline, επιστημονικός κλάδος, τομέας γνώσεων

psychology, ψυχολογία

sociology, κοινωνιολογία

face, αντιμετωπίζω

crisis (πληθ. crises), κρίση

apparently, προφανώς

yearn, ποθώ, λαχταρώ

scientific, επιστημονικός

define, ορίζω, καθορίζω

transaction, συναλλαγή, δόσοληψία, εμπορική πράξη

exchange, ανταλλαγή, συναλλαγή

argue, υποστηρίζω (γνώμη), αποδεικνύω

common sense, κοινή λογική

expert, ειδικός

professional, επαγγελματικός, επαγγελματίας

concept, ιδέα, συνείδηση, αντίληψη

satisfy, ικανοποιώ

theorist, (ο) θεωρητικός

practitioner, επαγγελματίας, (ο) ασκών επάγγελμα

society, κοινωνία, κοινωνικό σύνολο

at large, εν γένει, γενικά

The creative urge



There is a story, current among personnel managers in big companies, of a graduate who applied for a job at a big company. The interviewer asked him what department he wanted to join; marketing, finance, production, exploration or something else? The graduate thought for a bit, then said: "I want to be a businessman". The story doesn't relate, but we may assume that even if he had joined that company, he would have been both unhappy and unsuccessful. It's almost certain that he wouldn't have any initiative. The fact is that big companies tend to be staffed with specialists, and the bigger the company, the narrower the specialization becomes. That is the reason why big businesses don't have room for entrepreneurs, and part of the reason why they don't innovate. The mistake is to assume that innovation is natural, creative and spontaneous.

The business must be organised to allow the new ventures to thrive and the newcomers to work creatively. Management rewards and plans must be developed according to the new venture (and must not be an extension of the existing practice).

Many companies, of course, have tried to do something like that with varying degrees of success. It's never quite easy to separate the new ventures from the parent company's smothering embrace.

Therefore, it is right to point to the absurdity of leaving innovation to chance or the creative urge. All the new growth markets and jobs deserve more consistent and energetic efforts to be developed.

A. Questions

1. What kind of departments are there in big companies?
2. How would the graduate have felt if he had joined the big company mentioned in the text? Why?
3. Who do big companies tend to be staffed with?
4. How must the business be organised?
5. According to what must management rewards and plans be developed?
6. Have companies always fully succeeded when trying to do something like that?
7. Is it easy to separate the new ventures from the parent company's smothering embrace?
8. What do new growth markets and jobs deserve?

B. Exercises

1. Find the words in the text which mean the following:

- | | |
|---|-------|
| a. the people employed by a company | |
| b. producing new and original ideas | |
| c. the ability to make decisions and act without help | |
| d. permit | |
| e. different | |
| f. the act against reason or common sense | |
| g. to be worth of | |
| h. cause to grow, increase | |

2. Say whether these statements are true or false.

- a. The graduate wanted to join the finance department of the company.
- b. If he had joined the company, he would have been happy.
- c. The business must be organised to allow newcomers to work creatively.
- d. Management rewards and plans must be developed according to the new venture.
- e. It's always easy to separate the new ventures from the parent company's smothering embrace.

3. Identify which of the boldfaced words is a verb, noun, adjective, or adverb. Use any three of them in sentences of your own so that their meaning is clear.

The business must be organised to **allow** the new **ventures** to **thrive** and the **newcomers** to work **creatively**. Management rewards and plans must be developed according to the new venture (and must not be an **extension** of the existing practice). Therefore, it is right to point to the **absurdity** of leaving **innovation** to **chance** of the **creative urge**. All the **new growth markets** and **jobs deserve** more consistent and **energetic efforts** to be developed.

4. Match the following:

- | | |
|-----------------|---|
| a. manager | 1. a person in business, esp. as a director of a business firm |
| b. graduate | 2. a person who makes the plans of a business |
| c. interviewer | 3. someone who controls a company or a department of a company |
| d. businessman | 4. one who has recently come (or has begun coming) |
| e. specialist | 5. a person who takes great risk |
| f. entrepreneur | 6. someone who asks questions (of sb.) in an interview |
| g. venturer | 7. a person who has completed a University degree course, esp. for a first degree |
| h. newcomer | 8. (an) expert |

5. Complete the following blanks.

Verb	Noun
graduate
apply
interview
join
produce
explore
think
relate
assume
tend
innovate
create
organize

venture
develop
extend
practise
try
separate
embrace
grow

Vocabulary

creative, δημιουργικός
urge, παρόρμηση, τάση
current, επίκαιρος, επικρατών
personnel manager, διευθυντής προσωπικού
graduate, απόφοιτος
interviewer, αυτός που παίρνει συνέντευξη
department, τμήμα, κλάδος, υπηρεσία
join, συνεργάζομαι, συμπράττω, μετέχω
marketing, μάρκετιν, διαδικασία/τεχνική προώθησης προϊόντων στην αγορά
finance department, τμήμα οικονομικών
production department, τμήμα παραγωγής
exploration department, τμήμα ερευνών
relate, συσχετίζω (-ομαι), έχω σχέση
assume, υποθέτω, (παρα)δέχομαι
initiative, πρωτοβουλία
tend, τείνω, ρέπω, κλίνω
staff, επανδρώνω, στελεχώνω
specialist, ειδικός, εμπειρογνώμων
the bigger... the narrower, όσο πιο μεγάλος... τόσο πιο στενός
specialization, (εξ)ειδίκευση
entrepreneur, επιχειρηστής, επιχειρηματίας
room, χώρος, κενό

reason, λόγος, αιτία
innovate, καινοτομώ, νεωτερίζω
innovation, καινοτομία, νεωτερισμός
spontaneous, αυθόρμητος
venture, επιχείρηση, δουλειά, τόλμημα, εγχείρημα
thrive, ευδοκίμω, αναπτύσσομαι, μεγαλώνω
reward, ανταμοιβή, επιβράβευση
develop, αναπτύσσω, εξελίσσω
extension, παράταση, επέκταση
existing, υπάρχων
varying, ποικίλος, διάφορος
degree, βαθμός
separate, χωρίζω, αποχωρίζω, αποσπώ
parent company, μητρική εταιρία
smothering, ασφυκτικός, αποπνικτικός
embrace, αγκάλιασμα, περίπτυξη
point to, τονίζω, επισημαίνω
absurdity, το παράλογο, ανοησία
chance, τύχη, σύμπτωση
growth, ανάπτυξη
deserve, δικαιούμαι, μου αξίζει
consistent, συνεπής, σταθερός
energetic, ενεργητικός
effort, προσπάθεια

Evaluation checklist



The following checklist is not a complete magic formula for a product's success, but it offers a set of excellent guidelines.

1. Is the product rarely available through retail stores?
2. Is it new or exclusive?
3. Will the price be lower than elsewhere?
4. Is the product practical and functional?
5. Does the product offer a saving in time, labour, space or cost?
6. Does the product have features that can be demonstrated by multiple illustration?
7. Does the product offer an advantage over an established and successful product?
8. Does the product have a "two-in-one uses" feature?
9. Does the product help to organise some aspect of the user's lifestyle?
10. Does the product utilise new technology?
11. Does the product have good copy potential?
12. Is the product fashionable or linked to a current lifestyle trend?
13. Does the product have a commemorative value?

14. Does the product have any investment value?
15. Is it convenient for customers to purchase the product by mail order?
16. Is there a collectable appeal in the product?
17. Is the product suitable for shipment by mail or carrier?
18. Is there a novelty in the product?

All these factors must be weighed, and that is where the marketer needs expert advice; the sort of advice that merchandisers supply.

A. Questions

1. Is it certain that if the checklist is adopted, the product will succeed?
2. Which five of these guidelines do you think are the most important for the success of the products?
3. Can you give an example of a “two-in-one uses” product?
4. What kind of product would have a collectable appeal to you?
5. Would you buy a new product if it were cheaper than others but not so practical? If yes, why? If no, why not?
6. Can you think of a product having investment value?

B. Exercises

1. Which questions in the text respond to the following answers?

- a. Yes, it's the most practical thing I've ever bought.
- b. Certainly. In no time at all, your dishes will be shiny clean.
- c. Of course, you'll find the lowest prices there.
- d. By mail order.
- e. Yes, you can use it as a frying-pan and as a roast-pan.
- f. Yes, because this stamp is commemorative of the establishment of the European Union.

2. Rewrite the sentences using the new prompts.

- a. Is the product new and exclusive?
He wanted to know.....
- b. Will the price be lower than elsewhere?
He asked
- c. Does this production method utilise new technology?
He wants to find out

- d. Is there a novelty in the product?
He asked the assistant.....
- e. Have you thought of changing your lifestyle?
He wanted to know.....

3. Write the opposites of these words and form sentences with them, so that their meaning is clear.

- | | |
|--------------|---------------|
| a. lower | e. practical |
| b. advantage | f. successful |
| c. organise | g. complete |
| d. suitable | h. new |

4. Complete the table below.

Noun	Adjective	Adverb
.....	complete
.....	excellent
.....	rare
.....	available
.....	exclusive
.....	practical
.....	functional
.....	multiple
.....	successful
.....	good
.....	fashionable
.....	current
.....	commemorative
.....	suitable

5. Complete the sentences using the following words: novelty, collectable, checklist, investment, purchase, advantage.

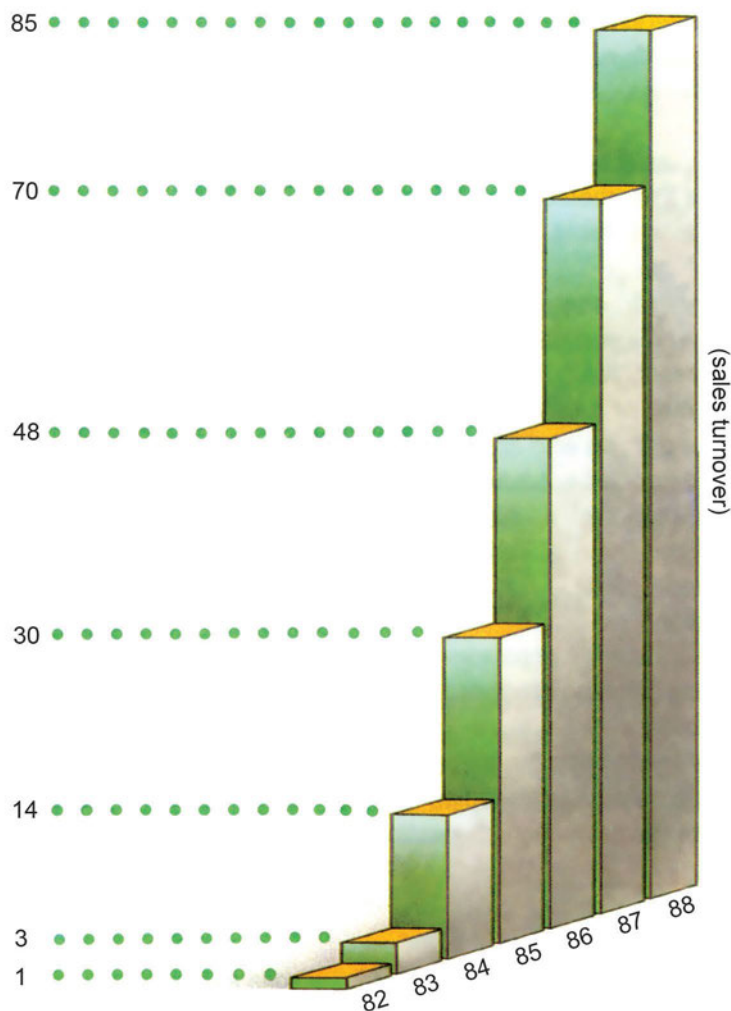
- a. You can find the new government measures in this
- b. An old product has the of being known to the customer over a new one.
- c. High quality is not a to this company. Their products are always excellent.
- d. He has made an of £10,000 in a growing company.
- e. There is always a appeal in stamps.
- f. A lot of customers their clothes by mail order.

Vocabulary

evaluation, εκτίμηση, αξιολόγηση
checklist, κατάλογος, λίστα
formula, φόρμουλα, συνταγή, τύπος
guideline, καθοδήγηση
rarely, σπάνια
available, διαθέσιμος
retail stores, καταστήματα λιανικής πώλησης
exclusive, αποκλειστικός
price, τιμή
functional, λειτουργικός, χρήσιμος
saving, εξοικονόμηση, οικονομία
labour, κόπος, εργασία
space, χώρος, διάστημα
feature, χαρακτηριστικό
demonstrate, επιδεικνύω
multiple, πολλαπλός, πολλών ειδών
illustration, εικονογράφηση
advantage, πλεονέκτημα
established, καθιερωμένος
two-in-one uses, με διπλή χρήση
aspect, πλευρά, άποψη
lifestyle, τρόπος ζωής
utilise, εφαρμόζω, χρησιμοποιώ
good copy, επιτυχής απομίμηση
potential, δυνατότητα

link, συνδέω
current, σύγχρονος
trend, τάση, ροπή
commemorative, αναμνηστικός
value, αξία
investment, επένδυση
convenient, εύκολος, βολικός
customer, πελάτης
purchase, αγοράζω
by mail order, ταχυδρομικώς
collectable, συλλεκτικός
appeal, έλξη, πρόκληση, συγκίνηση
suitable, κατάλληλος
shipment, φόρτωση και μεταφορά (εμπορευμάτων)
carrier, μεταφορικό μέσο, μεταφορέας
novelty, καινοτομία
factor, παράγων
weigh, εκτιμώ, ζυγίζω
marketer, έμπορος
expert, πεπειραμένος, ο ειδικός
merchandise, εμπορευόμενος (ουσ.), έμπορος
supply, παρέχω

Promotions: Legal, decent, honest, truthful



All promotions should be legal decent, honest and truthful. The following basic principles apply to all sales promotions.

1. Legality

All sales promotions should be legal. The Code is designed to complement legal controls.

2. Spirit of the Code

The Code is to be applied in its spirit as well as in its letter with the aim of eliminating practices which might lead sales promotion into disrepute.

3. Fair competition

All sales promotions should adhere to the principles of fair competition.

4. Consumer interest

All sales promotions should deal fairly and honourably with consumers. No promoter should abuse the trust of consumers or exploit their lack of experience.

5. Consumer satisfaction

Sales promotions should be designed and conducted in such a way, so as not to cause avoidable disappointment.

6. The public interest

Promotions should contain nothing which is likely to provoke violent or anti-social behaviour, damage to property and injury to any member of the public.

7. Truthful presentation

The presentation of a promotion should be clear and honest, and should not be likely to mislead those who are addressed to.

8. Suitability of promotion to those reached by it

Promoters should take all reasonable steps to ensure that neither advertising nor promotional material reaches those for whom the promotion concerned may be inappropriate.

9. Administration

The administration of promotions should be prompt and efficient, so that consumers are given no grounds for justified complaint.

10. Responsibility

The prime responsibility for all aspects of a promotion always rests with the promoter. Agents and intermediaries share responsibility to the extent of their involvement in the promotion in question.

A. Questions

1. What should all promotions be?
2. Is the code to be applied only in its spirit?
3. What should all sales promotions adhere to?
4. Should any promoter abuse the trust of consumers?
5. What should the presentation of a promotion be, so as not to mislead the people?
6. Why should the administration of promotions be prompt and efficient?

B. Exercises

1. Find the words in the text which have the same meaning as the following:

- a. allowed or made by law
- b. rules
- c. used; followed
- d. purpose; target; goal
- e. loss or lack of people's good opinion
- f. continue to follow or remain loyal to
- g. put to wrong use; use badly
- h. carried out
- i. cause
- j. not suitable
- k. done quickly
- l. producing a satisfactory result; effective

2. Rewrite the following sentences using **must**, **should**, **ought to**.

e.g. All promotions should be legal, decent, honest and truthful.

All promotions ought to be legal, decent, honest and truthful.

- a. All sales promotions ought to be legal.
- b. Promoters should not exploit the consumers' lack of experience.
- c. The presentation of a promotion should be clear and honest.
- d. Promoters ought to ensure that advertising and promotional material are appropriate.
- e. The promoter must be responsible for all aspects of promotion.

3. Tick (✓) where you think the sentences are true or false.

- a. Only some sales promotions should adhere to the principles of fair competition.
- b. Promoters are permitted to abuse the trust of consumers.
- c. Promotions should provoke violent or antisocial behaviour.
- d. The administration of promotions must be prompt and efficient.
- e. The promoter is responsible for every aspect of a promotion.

True	False

4. Fill in the gaps in the table below.

Noun	Adjective	Adverb
.....	legal
.....	decent
.....	honest
.....	truthful
.....	fairly
.....	honourably
trust
.....	violent
.....	clear
.....	inappropriate
.....	efficient

5. Fill in the blanks of the sentences with the Present or the Past Participle of the verbs in brackets.

- The basic principles (apply) to the sales promotions should be strictly followed.
- The trust of consumers should not be (abuse) by the sales promoters.
- Sales promotions ought to be (design) so as not to cause any avoidable disappointment.
- If promotions are (damage) one's property, it is sure that they have failed their aim.
- The presentation of a promotion should not be (mislead)
- Advertising should not reach the people for whom the promotion (concern) may be inappropriate.
- Consumers must not be (give) reasons for (justify) complaints.
- The Code is to be (apply) accurately with the aim of eliminating wrong practices.

Vocabulary

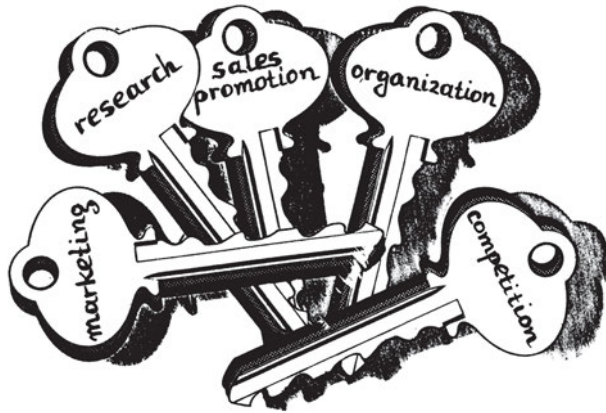
promotion, προώθηση των πωλήσεων (προϊόντος), διαφήμιση (προϊόντος)
legal, νόμιμος, θεμιτός
decent, αρμόζων, κόσμιος, ευπρεπής
honest, έντιμος
truthful, ειλικρινής, αληθινός

basic, βασικός
principle, αρχή, κανόνας, νόμος
apply, εφαρμόζω, ισχύω
sale, πώληση
legality, νομιμότητα
code, κώδικας

design, σχεδιάζω, μελετώ
complement, συμπληρώνω
control, έλεγχος
spirit, πνεύμα, βαθύτερη έννοια
aim, σκοπός, πρόθεση, στόχος
eliminate, εξαλείφω, περιορίζω
practice, εφαρμογή
disrepute, κακή φήμη, ανυποληψία
fair, δίκαιος, έντιμος
competition, συναγωνισμός, ανταγωνισμός
adhere, προσκολλώμαι, εμμένω
consumer, καταναλωτής
deal with, έχω να κάνω με, ασχολούμαι με, διαπραγματεύομαι με
honourably, τίμια, έντιμα
promoter, ο προωθών κάτι
abuse, καταχρώμαι, εκμεταλλεύομαι
trust, εμπιστοσύνη
exploit, εκμεταλλεύομαι, επωφελούμαι
lack, έλλειψη
satisfaction, ικανοποίηση
conduct, διεξάγω, διαπραγματεύομαι
cause, προξενώ, προκαλώ
avoidable, που είναι δυνατόν να αποφευχθεί
the public interest, το ενδιαφέρον του κοινού
contain, περιέχω
likely, πιθανόν, πιθανώς
provoke, προκαλώ
violent, βίαιος, επιθετικός
anti-social, αντικοινωνικός

behaviour, συμπεριφορά
property, περιουσία, αγαθά
injury, τραυματισμός, βλάβη
presentation, παρουσίαση
mislead, εξαπατώ, παραπλανώ
address, απευθύνομαι
suitability, καταλληλότητα
reasonable, λογικός
step, βήμα
ensure, εξασφαλίζω, (δι)ασφαλίζω
promotional, προωθητικός
material, υλικό
concern, αφορώ
inappropriate, ακατάλληλος
administration, διοίκηση, διαχείριση
prompt, ταχύς, άμεσος
efficient, αποτελεσματικός, αποδοτικός
give ground, δίνω λαβή / αφορμή / αιτία
justify, δικαιολογώ
complaint, παράπονο
responsibility, υπευθυνότητα
prime, πρωταρχικός, κύριος, βασικός
aspect, άποψη, πλευρά (ζητήματος)
rest with, εναπόκειται σε, επαφίεται σε
agent, αντιπρόσωπος, μεσολαβητής
intermediary, μεσάζων, μεσίτης
share, μοιράζομαι, μοιράζω
extent, έκταση, μέγεθος, βαθμός
involvement, ανάμιξη
in question, ο υπό συζήτηση, ο εν λόγω

NPD: Recipe for success



The keys to success

What is the recipe for success in NPD? Here are some precepts for success:

- Keep three focal points in mind as the New Product Development programme evolves: the consumer, the competition and the company advantage.
- Talk to consumers early in the development process.
- Get behind the research results to understand what motivates the consumer.
- Technical and marketing development must interact from day one.
- Fully explore the prospective competitive climate.
- Adhere to a systematic approach to the NPD, but be flexible in its application.
- Don't rely on a routine development format; each project has its unique set of problems to be understood.
- Keep your target focused and your consumer's benefit clear.
- Advertising must be both strategically and executionally correct.
- Ensure that all relevant parts of the organisation share your commitment. The chief executive, sales management, production and all the financial people should all feel that they are part of the project, and should contribute to the decision-making.
- Implementation is at least as important as the right strategy and a brilliant initial product idea.
- Finally, accept that development entails risk, and make sure that everyone in the company understands and accepts this, including the chief executive. Everyone must be prepared to see mistakes being made in development. The worst companies are those that concentrate on never making mistakes, because the likelihood is that they never do anything either.

A. Questions

1. What are the three focal points you should keep in mind as the NPD programme evolves?
2. Why do you have to get behind the research results?
3. Is the technical aspect irrelevant to the marketing one?
4. Should you rely on a routine development format? Why?
5. What must you bear in mind as far as advertising is concerned?
6. Are the financial people to be involved in the project of the NPD?
7. Is implementation of the project of primary importance?
8. Is the development of the new product always successful?
9. Which are the worst companies according to the writer?
10. In your opinion, which precept is the most important? Explain.

B. Exercises

1. Find the words/phrases in the text which have the same meaning as the following:

- a. principles/rules
- b. consider (carefully)
- c. develops
- d. procedure
- e. provides sb with a (strong) challenge for doing something
- f. have an effect on one another
- g. examine thoroughly
- h. support / adopt / follow (an idea etc)
- i. easily changed to suit new conditions
- j. depend on
- k. make sure
- l. plan
- m. have a share in
- n. focus
- o. possibility

2. In each group of five words, decide which one is the odd-man-out.

- a. product, success, development, storm, marketing
- b. keep, adopt, get, take, talk
- c. although, since, as, once, because
- d. company, precept, brand, firm, industry

- e. explore, search, contribute, examine, seek
- f. systematic, flexible, financial, part, relevant
- g. have, had, has, having, was

3. Rewrite the sentences using the prompts given.

- a. You have to keep three basic points in mind.
Three basic points.....
- b. A good marketer explores the prospective competitive climate.
The prospective competitive climate
- c. You must keep your target focused.
Your target.....
- d. You should be careful when you are making decisions.
You should be careful when decisions
- e. He made many mistakes in the development of the project.
Many mistakes

4. Fill in the blanks with the appropriate preposition.

- a. The recipe success is easy but asks courage.
- b. You must always keep the basic rules mind.
- c. Talk consumers the development process.
- d. You must adhere a systematic approach the New Product Development.
- e. Be flexible the application of your programme.
- f. Don't forget that you must not only rely a standard format.
- g. Let your colleagues contribute the development of your project.

5. Complete the following gaps:

Verb	Noun
.....	success
.....	consumer
.....	competition
motivate
explore
.....	approach
focus
share

.....	commitment
contribute
.....	implementation
accept
.....	risk
prepare
concentrate

6. Write a list including the basic points of your own “recipe” for the successful development of a new product.

Vocabulary

NPD (New Product Development), ανάπτυξη καινούριου προϊόντος
development, ανάπτυξη, εξέλιξη
recipe, συνταγή
success, επιτυχία
precept, αρχή, κανόνας
keep in mind, έχω κατά νου, θυμάμαι
focal, σημαντικός, εστιακός
evolve, αναπτύσσομαι, εξελίσσομαι
consumer, καταναλωτής
competition, ανταγωνισμός, συναγωνισμός
advantage, συμφέρον, όφελος, πλεονέκτημα
process, πορεία, διαδικασία
research, έρευνα
result, αποτέλεσμα
motivate, κινητοποιώ, δίνω έναυσμα
marketing, μάρκετινγκ
interact, αλληλεπιδρώ
explore, εξερευνώ, ερευνώ
prospective, προσδοκώμενος, προφανής
competitive, ανταγωνιστικός
adhere (to), υιοθετώ, εμμένω (σε)
approach, προσέγγιση
flexible, ελαστικός, όχι απόλυτος, ευέλικτος
application, εφαρμογή
rely on, βασίζομαι σε, εμπιστεύομαι
format, (γενικό) σχέδιο, σχήμα
project, πρόγραμμα, σχέδιο, μελέτη
target, στόχος

focus, εστιάζω/συγκεντρώνω (συνήθως την προσοχή)
benefit, κέρδος, όφελος
advertising, διαφήμιση, τέχνη της διαφήμισης
strategically, στρατηγικά
executionally, κατά την εκτέλεση/διεκπεραίωση
ensure, διαβεβαιώνω/-ομαι, σιγουρεύω/-ομαι
relevant, σχετικός, αρμόδιος
organisation, οργανισμός
share, μοιράζομαι, μοιράζω
commitment, δέσμευση, υποχρέωση
chief executive, γενικός διευθυντής
sales management, διεύθυνση πωλήσεων
production, παραγωγή
financial people, οι εργαζόμενοι στο οικονομικό τμήμα
contribute, συνεισφέρω, συμβάλλω
decision-making, λήψη αποφάσεων
implementation, πρακτική εφαρμογή
brilliant, ευφυής, έξυπνος
initial, αρχικός
idea, ιδέα
entail, συνεπάγομαι, ενέχω
risk, κίνδυνος
include, (συμ)περιλαμβάνω
concentrate on, συγκεντρώνω (την προσοχή μου) σε
likelihood, πιθανότητα

The management field



Most countries, all over the world, have a “mixed” economy. It means that some industries and services (i.e. transport, health, education) are controlled by the state, and some others are owned and controlled by private enterprises. In other words, there are two sectors; the public and the private one.

There are various types of business organizations, especially in the private sector. Certain services, professions, characteristics and ways of administration suit each type of business. If the business has one owner – the sole-proprietor or sole-trader as he is called – things are not so complicated. The sole-proprietor provides all the capital, bears all the risk and, in return, receives all the profits. Such a concern is called one-man business, although the proprietor, who is the owner-manager as well, may employ a number of people.

But what happens if the business is an organization? What happens if there is a limited company or a corporation, a parent company and its daughter companies, a multinational company and its subsidiaries? In the above mentioned cases, good management plays the first role.

Management is the governing body of any organization. It is the control of a business by a group of qualified persons, including both directors and high-ranking managers.

Directors are usually elected by the members of an organization or a company. These members are usually the shareholders, and directors control for them the day-to-day management of the business. The group of those elected persons is called “board of directors” or simply “board”. The member of the board who has the authority and responsibility of managing a certain part of the work done in a company is called the “executive director”. When the management of a company is held by only one person, who is next in importance to the company’s chairman, this person is called the “managing director”. The person who is in charge of a division of a company, but who is not necessarily a member of the board, is called the “divisional director”.

The top management is the group of the highest officers of an organization. They are led by the chief executive and his deputy who work closely with the board. Immediately below them, there is the middle management, or junior administration as it is also called. This group of people usually carry out many of the responsibilities which are delegated to them by the highest officers. Middle managers are the supervisors who run together the detailed parts of the organization.

The direction or control of a part or all of the work of other employees in a business, industrial concern or other organization is carried out by the managers with the help of their assistants who are called under-managers. The general manager is the one who controls the work of a number of other managers who supervise the different departments of a company. Therefore, there may exist different office managers in the same company; commercial managers, who are in charge of the commercial activities of the company such as buying and selling; personnel managers; sales managers; export managers; production managers; research managers, etc. Branch managers are in charge of a branch of a company. District managers control several branches within the same district.

Whatever the managerial duties are, the persons who are to perform them must be competent in their work and have to take on responsibility and initiative for the perfect running of the company they work for.

A. Questions

1. What does the term “mixed economy” mean?
2. How is the one owner of a business called?
3. Which is the most important factor in administering organizations?
4. What is the definition of management, according to the text?
5. Who are the directors of an organization elected by?

6. Who are usually the members of the organization?
7. What is the "board of directors"?
8. What is the member of the board who has the authority and responsibility of managing a certain part of the work done in a company called?
9. Which person has a higher rank? The company's chairman or the managing director?
10. Which persons have to work closely with the board?
11. What kind of managers are the middle managers?
12. Which are the responsibilities of the under-managers?
13. Name some office managers who may exist in the same company.
14. Who controls the several branches of a company within the same district?
15. What kind of qualifications are needed for people who are to perform managerial duties?

B. Exercises

1. Match the words or phrases which are similar in meaning.

- | | |
|-----------------------------|-----------------------------------|
| a. enterprise | 1. management |
| b. profession | 2. holding/controlling a company |
| c. administration | 3. president |
| d. sole-proprietor | 4. department |
| e. parent company | 5. occupation |
| f. control (the management) | 6. assistant director |
| g. chairman | 7. passed down (to); commissioned |
| h. division | 8. business |
| i. deputy | 9. sole-trader |
| j. delegated | 10. carry out (the management) |
| k. personnel | 11. held; completed |
| l. carried out | 12. managing; controlling |
| m. be in charge (of) | 13. fulfil |
| n. perform | 14. staff |
| o. running | 15. be responsible (for) |

2. Give the nouns deriving from the following verbs:

- | | |
|----------------------------|-------|
| a. transport | |
| b. educate | |
| c. control | |
| d. organize | |
| e. administer/administrate | |

- f. concern
- g. manage
- h. govern
- i. elect
- j. divide
- k. supervise
- l. export

3. Which persons have to do with the following?

- a. economy
- b. propriety
- c. government
- d. direction of a company
- e. holding shares
- f. employment
- g. supervision
- h. production
- i. assistance
- j. research

4. Fill in the blanks with the missing prepositions.

- a. Some services are controlled..... the state.
- b. other words, there are two sectors in business.
- c. There are various types business organization.
- d. The sole-proprietor bears all the risk and, return, receives all the profits.
- e. Directors control, the shareholders, the day-to-day management.
- f. The person who is next importance the company's chairman, is the managing director.
- g. The person who is charge a division, is called the divisional director.
- h. The general manager controls the work a number other managers.
- i. They must be competent their work.
- j. They also must take responsibility and initiative the perfect running of the company they work

5. Put the verbs in brackets in their proper form.

- a. If the business (have) one owner, things (be) usually complicated.

- b. Management is the control of a business by a group of qualified persons, (include) both directors and high-ranking managers.
- c. Directors are usually (elect) by the members of an organization.
- d. Highest officers of an organization (lead) by the chief executive.
- e. The divisional manager is the one who (supervise) the department he is in charge of.
- f. There may (exist) different office managers in the same company.



Listen and answer

1. What is Sheila's boss' post?
2. What does he look like?
3. What expression does Sheila use to stand for the word "energetic"?
4. Is a vice president an executive in a company?
5. Does Jasmine know what exactly an executive is?
6. Which word do some companies use instead of the word "administrator"?
7. Which persons belong to the highest group in a company?
8. Which ones belong to the next highest group?
9. Are office managers above or below major department managers?
10. What kind of decisions does an executive have to make?
11. Is Sheila used to doing a lot of work?
12. Does she feel inconvenient in her new job?

Vocabulary

management, διαχείριση, διοίκηση
field, τομέας
industry, βιομηχανία
service, υπηρεσία
health, υγεία
education, παιδεία
state, πολιτεία, κράτος
private, ιδιωτικός
enterprise, επιχείρηση
sector, τομέας
organization, οργάνωση, οργανισμός
profession, επάγγελμα
administration, διοίκηση

suit, ταιριάζω (με/σε)
sole, μοναδικός, ένας και μόνο
proprietor, ιδιοκτήτης
trader, έμπορος
complicated, περίπλοκος
capital, κεφάλαιο
bear the risk, αναλαμβάνω την ευθύνη, δια-
 κινδυνεύω
profit, κέρδος, όφελος
concern, θέμα, υπόθεση
employ, εργοδοτώ, δίνω/παρέχω εργασία (σε
 κάποιον)
corporation, εταιρία, σωματείο

parent company, μητρική εταιρία, ελέγχουσα εταιρία

daughter company, θυγατρική εταιρία

multinational, πολυεθνικός

subsidiary, θυγατρική εταιρία (εξαρτημένη από ελέγχουσα εταιρία)

qualified, που έχει τα προσόντα

high-ranking, με υψηλό βαθμό/θέση

elect, εκλέγω

shareholder, μέτοχος

board (of directors), συμβούλιο

authority, εξουσία, αρχή

executive, εκτελεστικός, εκτελεστικό όργανο

chairman, πρόεδρος (συνεδριάσεων, συμβουλίων κ.λπ.)

divisional director, διευθυντής τμήματος / τομέα

officer, ανώτατος υπάλληλος

deputy, υποδιευθυντής, αναπληρωτής (διευθυντής ή πρόεδρος)

delegate, αναθέτω

supervisor, επιτηρητής, ελεγκτής

run, διευθύνω

detailed, επί μέρους, ξεχωριστός

assistant, βοηθός

supervise, επιτηρώ, ελέγχω, επιβλέπω

branch, υποκατάστημα

district, περιφέρεια

managerial, διευθυντικός, διοικητικός

perform, διεκπεραιώνω

competent, ικανός

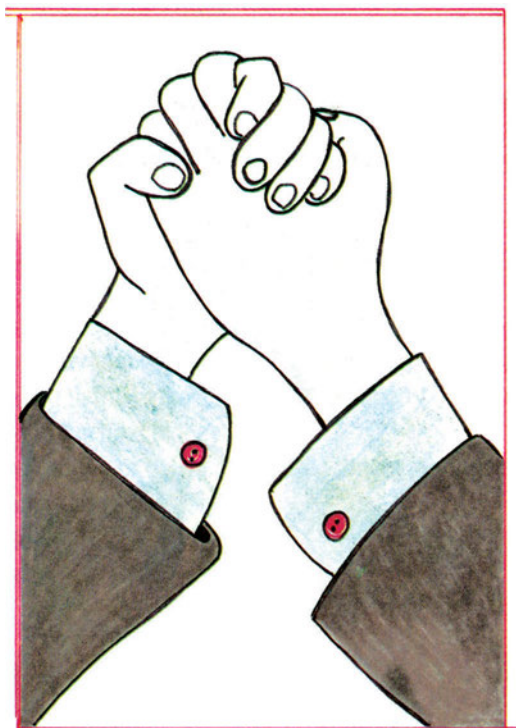
take on, αναλαμβάνω

initiative, πρωτοβουλία



Going into partnership

Paul, an insurance broker, is talking with Michael, a clerk in an advertising agency, during a party at Margaret's house.



- Michael** : I haven't seen you for ages, Paul. Tell me about your big news.
Paul : Well, I'm very busy, you know. I've gone into business lately.
Michael : That's wonderful. Congratulations! On your own?
Paul : No, I've gone into partnership with Bill, a friend of mine.
Michael : In which field?
Paul : Insurance.
Michael : Are you general or limited partners?
Paul : General partners. And I think we have the right combination, since Bill's background is in accounting and I like talking to customers and making them feel at home.

- Michael** : It sounds wonderful. And as far as I know, there are a lot of advantages in partnerships, aren't there?
- Paul** : Yes, one of them is that you have a multiple source of capital going into partnership. Also, they are easy to form, and last but not least, they often receive tax benefits from the government.
- Michael** : There are some disadvantages, too.
- Paul** : Yes, one disadvantage is that partners may disagree sometimes. Another one is the unlimited liability of the partners in general partnership.
- Michael** : What does that mean?
- Paul** : It means that each partner is responsible for all debts and legal responsibilities concerning the business... Oh! By the way, could you give me some advice?
- Michael** : I'd be happy to help in any way I can.
- Paul** : I'm thinking of advertising our business. What would you suggest?
- Michael** : There are a lot of ways to advertise something. Which of the mass media are you considering? The radio, the television or the newspaper? Outdoor advertising, such as posters and billboards are in common use also. I suggest that you should visit us some day. Mr Panou, the manager, will be willing to help you.
- Paul** : Good idea. Could you please arrange that for me?
- Michael** : Certainly, yes.

A. Questions

1. What is Paul's job?
2. Has Paul gone into business on his own?
3. Are Paul and Bill limited partners?
4. Why do they have the right combination?
5. Which are some of the advantages in partnerships?
6. Are there any disadvantages in partnerships?
7. Name some ways of advertising products.

B. Exercises

1. Using the prompts, rewrite the sentences without changing their meaning.
 - a. "I haven't seen you for ages, Paul".
Michael told Paul that.....

- b. "I'm very busy, you know".
Paul told Michael that.....
- c. "I think we have the right combination".
Paul said that
- d. "I like talking with customers".
Paul explained that.....
- e. "I'm thinking of advertising our business".
Paul said that
- f. "I'd be happy to help in any way I can".
Michael told Paul that.....

2. Rearrange the words to make complete sentences and mark whether they are true or false.

Example:

met yesterday Michael Paul

Michael met Paul yesterday ☒ F

a. into Paul have partnership and gone Bill

..... ☐

b. are limited They partners

..... ☐

c. makes at Paul feel home customers

..... ☐

d. form are Partnerships to easy

..... ☐

e. liability General have partners limited

..... ☐

3. How many words can you make using the letters in the word PARTNERSHIP?

.....

4. Which prefix must be placed in front of each word in order to change its meaning to the opposite?

- | | |
|----------------|---------------|
| a. limited | f. common |
| b. advantage | g. willing |
| c. agree | h. convenient |
| d. responsible | i. accurate |
| e. happy | j. regular |

5. Find the words in the passage meaning the following:

- a. a person who does business for another, esp. in buying
- b. a person employed in an office, shop, etc., to keep records, accounts, etc., and to do written work
- c. any of the owners of a business who share the profit and losses esp. equally
- d. persons who buy goods or services from a shop or an organization
- e. group of people who rule
- f. a person who controls a business

Vocabulary

go into partnership, συνεταιρίζομαι

insurance, ασφάλεια

broker, μεσίτης, πράκτορας

clerk, υπάλληλος

advertising agency, διαφημιστικό πρακτορείο/γραφείο

congratulations, συγχαρητήρια

field, τομέας

general partner, συνεταίρος που ευθύνεται απεριόριστα και "αλληλέγγυα" για τα χρέη της εταιρίας που συμμετέχει

limited partner, συνεταίρος που ευθύνεται μέχρι του ποσού της συνεισφοράς του στην εταιρία που συμμετέχει

combination, συνδυασμός

background, υποδομή, κατάρτιση, πείρα

accounting, λογιστική

customer, πελάτης

make someone feel at home, κάνω κάποιον

να αισθάνεται σαν στο σπίτι του/άνετα

sound, φαίνομαι, ακούγομαι

advantage, πλεονέκτημα

multiple, πολλαπλός

source, πηγή

capital, κεφάλαιο (χρηματικό)

form, σχηματίζω, σχηματίζομαι

last but not least, τελευταίο αλλά εξίσου σημαντικό

receive, παίρνω, λαμβάνω

tax, φόρος

benefit, όφελος, ευεργέτημα

government, κυβέρνηση

disadvantage, μειονέκτημα

disagree, διαφωνώ

unlimited, απεριόριστος

liability, (νομ.) ευθύνη, υπαιτιότητα

responsible, υπεύθυνος

debt, χρέος

legal responsibilities, νομικές ευθύνες
concern, αφορώ
advertising, διαφήμιση, η τέχνη της διαφήμισης
suggest, προτείνω
mass media (εν. medium), μέσα μαζικής ενημέρωσης
outdoor advertising, διαφήμιση σε εξωτερικό

poster, διαφημιστική αφίσσα, πόστερ
billboard, πίνακας ή τοίχος μάντρας για τοιχοκόλληση διαφήμισης
common use, κοινή χρήση
manager, διευθυντής
willing, πρόθυμος
arrange, κανονίζω, διευθετώ



Credit cards



The credit cards “regime” firstly appeared in the United States at the beginning of our century. Many big stores, shops, hotels and oil companies issued cards with the identification of the company for their best customers. The purpose of these cards was to enable and urge the customers in their transactions. The credit cards started being widely spread right after the Second World War. Later, travel and entertainment cards became very popular.

The appearance of the Bank credit cards allowed banks to provide their customers with cards of a wide acceptance which could cover many exchanging needs. Bank cards are vouchers which can be useful to many people, since the payment of their debts can be settled in monthly instalments.

The owners of these cards are able to make purchases in the companies who have a contract with the issuing bank. Their purchases must amount to a maximum credit limit which is prearranged by the issuing bank. During the

transactions, the holder shows his card and the company uses it to register his identification of the transaction.

The bank sends the owner of the card a statement of account which has to be settled within a certain time limit. The owner has to pay off either the whole amount, in which case he has no extra charge, or in monthly instalments, in which case he is charged with a certain rate of interest.

The credit which is provided to the customers through the credit cards is called a "revolving credit". This means that the owner's account can be debited and/or credited with the sums of the purchases or payments, without his being demanded to settle certain kinds of purchases. If the owner has settled the maximum of the credit amount or at least a part of it, he can continue his purchases until he covers the whole credit amount.

The holder of the card can withdraw in advance some money in cash from any branches of the bank. These withdrawals are charged in the same way as in the purchases of goods, and they are repaid in the same way too.

Another kind of bank cards are the Eurocheques. They enable the tourists, who travel to different countries, to have, through a simple way, currency at their disposal. This system, which is not transferable as the cheque, is much simpler for the customer and safer for the issuing bank. Apart from the fact that the transactions become much easier, cases of forgery and similar weaknesses are avoided.

A. Questions

1. Where and when did the credit cards firstly appear?
2. Were credit cards issued by banks at the start of their circulation?
3. What was the purpose of those cards?
4. What kind of credit cards allowed their owners to cover many of their exchanging needs?
5. Are the owners of bank credit cards able to make their purchases in any company they like?
6. What piece of information is registered on the voucher of the transaction of a company with the issuing bank?
7. Is there a certain time limit for the settlement of the statement of account?
8. When is the owner of a credit card charged with a certain rate of interest?
9. What is a revolving credit?
10. Are owners of credit cards allowed to make purchases only?
11. What kind of facilities do Eurocheques provide their holders with?
12. Are Eurocheques transferable?

B. Exercises

1. Find the words in the text which mean the following:

- a. something which is proof or a sign of identity
- b. aim; target
- c. give the power, means, or right to do something
- d. try hard to persuade; drive or force forward
- e. the act of carrying out a piece of business or trade
- f. a person who holds property (i.e. land, money, titles etc.)
- g. single payments of a set which, in time, will complete full payment of a debt
- h. bringing out (esp. sth printed or official) for the notice of the public
- i. an official declaration, written or printed, given to prove that accounts are correct
- j. the price asked or paid for goods or a service.

2. Complete the following blanks:

Verb	Noun
appear
set
.....	identification
.....	disposal
urge
.....	transaction
.....	credit
.....	practice
.....	entertainment
allow
.....	contract
.....	charge
.....	purchase
cover
issue

3. Complete the blanks:

Positive	Comparative	Superlative
many
big

good
late
wide
little
different
simple
safe
easy

4. Fill in the blanks with the suitable preposition.

- a. The credit cards regime firstly appeared the United States the beginning our century.
- b. Many big stores issued cards the identification the company their best customers.
- c. The appearance the Bank credit cards allowed banks provide their customers cards a wide acceptance.
- d. Their purchases must amount a maximum credit limit which is prearranged the issuing bank.
- e. The owner has pay either the whole amount or monthly instalments.
- f. The holder the card can withdraw advance some money cash any branches the bank.
- g. Eurocheques enable the tourists, who travel different countries, have, a simple way, currency their disposal.
- h. Apart the fact that the transactions become easier, cases forgery and similar weaknesses are avoided.

5. Do you think that the owners of credit cards spend more money than the people who pay in cash? Support your opinion.

Vocabulary

credit card, πιστωτική κάρτα
regime, καθεστώς, θεσμός
issue, εκδίδω

identification, στοιχεία (ταυτότητας)
enable, παρέχω τη δυνατότητα, "διευκολύνω"
urge, ωθώ, παροτρύνω

transaction, συναλλαγή, δόσοληψία
widely spread, ευρέως διαδεδομένος
entertainment, διασκέδαση
allow, επιτρέπω, παρέχω το δικαίωμα
provide, παρέχω, προμηθεύω
acceptance, αποδοχή
exchange, συναλλάσσω, -ομαι
debt, χρέος
settle, τακτοποιώ/εξοφλώ (λογαριασμό)
instalment, δόση
purchase, αγορά
contract, συμβόλαιο, σύμβαση
issue, εκδίδω
amount to, ανέρχομαι (για ποσά), συμποσού-
μαι
holder, κάτοχος, κομιστής
register, καταγράφω, καταχωρίζω
voucher, παραστατικό, δικαιολογητικό, δελτίο
statement of account, αντίγραφο λογαρια-
σμών

pay off, εξοφλώ
charge, χρέωση, χρεώνω
interest, τόκος
revolving, ανανεούμενος αυτομάτως
debit, χρεώνω
credit, πιστώνω, πίστωση
sum, ποσόν, άθροισμα
demand, απαιτώ
amount, ποσόν
withdraw, αποσύρω χρήματα, κάνω ανάληψη
in advance, εκ των προτέρων
withdrawal, ανάληψη χρημάτων
in cash, σε μετρητά, τοις μετρητοίς
repay, εξοφλώ
currency, νόμισμα, χρήμα, “ρευστό”
at one’s disposal, στη διάθεση κάποιου
transferable, μεταβιβάσιμος
forgery, πλαστογραφία
weakness, αδυναμία, πρόβλημα
avoid, αποφεύγω

Consolidation exercises

1. Change the nouns and adjectives into verbs by putting the prefixes en- (em-) or the suffixes -ify, -ise (-ize) or -en and / or by changing the sound /s/ to /z/ and /f/ to /v/.

a. modern	i. belief
b. able	j. advice
c. danger	k. half
d. legal	l. emphasis
e. power	m. use/jus/
f. courage	n. sure
g. symbol	o. simple
h. public	p. identity

2. Make compound words by combining the words in the first column with the ones in the second.

a. life	1. vision
b. chair	2. belt
c. share	3. see
d. super	4. style
e. life	5. force
f. sight	6. man
g. work	7. more
h. further	8. holder
i. check	9. line
j. guide	10. list

3. Make ten groups of three words with similar meanings. Take one word from each column. The first example is done for you.

example: "tip, bonus and commission" are all types of money people receive from work.

tip	bonus	commission
company	businessman	salary

fee	occupation	seller
trader	agency	maker
manager	regulation	supervisor
profession	benefit	precept
producer	survey	firm
rule	wages	profit
advantage	sell	planning
project	manufacturer	career
mistake	director	error
buy	product	article
commodity	fault	purchase

4. Give the opposites of the following adding the suitable prefix or suffix

a. sufficient	i. honest
b. exhaustible	j. legal
c. limited	k. efficient
d. agreement	l. competent
e. meaning(ful)	m. responsible
f. accurate	n. advantage
g. successful	o. regard(ing)
h. organise	p. charge

5. Fill in the following blanks:

verb	noun	adjective
consume
.....	motivational
.....	creative
.....	extension
.....	demonstration
.....	available
compete
administrate
.....	satisfaction
.....	promotion
execute
.....	preparatory

vary
.....	division
.....	decision

6. Make new words by placing the prefixes given, in front of the words given. Keep in mind that the prefixes must have the meaning included in the parenthesis next to them, and must be used at least once.

Prefixes

ir-/dis-/non-/un-(opposite)
 mis- (badly / wrongly)
 co- (together)
 inter- (between)
 pre- (before)
 trans- (across)
 over- (too much/above)
 sub- (under)
 super- (bigger than usual)
 re- (again)
 under- (under)

Words

national
 understanding
 act
 paid
 write
 estimate
 market
 graduate
 regularly
 operation
 agreement
 atlantic
 demanding
 competitive
 title
 dated
 sense
 do
 port
 inform
 ground

7. Make eight pairs of opposites using the following words:

- | | |
|-----------------|---------------|
| a. import | 1. withdraw |
| b. loss | 2. credit |
| c. deposit | 3. consumer |
| d. debit | 4. changeable |
| e. manufacturer | 5. export |

- | | |
|--------------------|------------|
| t. consistent | 6. theory |
| g. practice | 7. profit |
| h. sole-proprietor | 8. partner |

8. Which word is the odd-man-out? Why?

- a. reduction, discount, fare, bargain
- b. cheque, credit card, fine, money order
- c. inflation, invoice, bill, receipt
- d. director, manager, supervisor, secretary
- e. price, expense, pension, cost
- f. regulations, rules, principles, authorities
- g. management, administration, direction, domination
- h. retailer, trader, wholeseller, lawyer

9. Customer, client, consumer: Use twice each word in its proper form to fill in the blanks.

- a. needs must be satisfied by producers.
- b. The new shop across the road has taken away many of my best
- c. Make a list of complaints and deliver it to the Advice and Protection Centre.
- d. Our Insurance Company has more than ten thousand
- e. Our bank's are always satisfied.
- f. Regular support our company's production.

10. Who is the person who:

- | | | | |
|------------------------|-------|-------------------------------|-------|
| a. advertises | | g. carries out important | |
| b. runs a company | | decisions | |
| c. supervises | | h. does a research | |
| d. directs or controls | | i. competes (for sth) with sb | |
| e. hires someone | | j. applies for sth | |
| f. has got shares | | k. is the chief manager | |

11. Fill in the blanks with the right form of the verbs in the brackets.

- a. Our company (achieve) a 100% increase in profitability last year.

- b. The business must be organised in such a way, so as (allow) the new ventures (thrive) and the newcomers (work) creatively.
- c. The people who (employ) by a company are the employees.
- d. If he (join) the company, he would have been very happy.
- e. If the product (be) practical and functional, there will be a sell-out.
- f. Sales promotions should be (design) in such a way, so as not (cause) any avoidable disappointment.
- g. If the sales promotions were legal, there (not arise) any problems.
- h. The worst companies are usually those that (concentrate) on never (make) mistakes, because the likelihood is that they never (do) anything either.
- i. If he (contribute) to the decision-making, there would not have been any mistakes.
- j. Everyone must (prepare) to see mistakes (make) in the process of the development of a project.
- k. He was let (do) whatever he wanted and this policy (lead) to the present situation.
- l. He already (express) his wish (work) in the finance department of the company.
- m. Unless she (have) her credit card with her, she wouldn't have been able to buy anything, as she had run out of cash.
- n. He asked me (give) him a definition for "marketing".
- o. Talking academically, we can say that marketing (be) a set of skills, which can (learn) , and a philosophical basis for (run) a business.

12. Rewrite the sentences using the prompts given.

- a. He rejected the job, because it didn't offer any promotion prospects.
He told me that.....
- b. Are you interested in the field of marketing?
He asked me
- c. Write an application and a curriculum vitae concerning the ad you have chosen.
He advised her
- d. Applications are accepted only from graduates with commercial experience.
The advertisement says that.....
- e. What kind of departments are there in big companies?
He wanted to know.....
- f. How must a business be organised?
He asked him

- g. Do these products have any investment value?
He wondered
- h. Can you think of a product having a commemorative value?
He asked me
- i. Was there a novelty in the product?
He wanted to know
- j. All sales promotions should adhere to the principles of fair competition.
He insists on the fact that
- k. The administration of a product must be prompt and efficient.
He said that
- l. Advertising has to be both strategically and executionally correct.
He believes that
- m. Our company has improved since Mr Smith became the new sales manager.
He said that
- n. Have companies always fully succeeded when they adopt these new technological methods?
He wondered
- o. Is advertising a science that can be accurately measured?
He asked them

13. Rewrite the sentences using the new prompts.

- a. He will arrange an appointment for the interview.
An appointment
- b. You should advertise all the new products.
All the new products
- c. The field of marketing interests him.
He
- d. The company has offered an attractive salary and good career prospects.
An attractive salary
- e. Disciplines like psychology and sociology have recognised marketing.
Marketing
- f. They believe that marketing is a set of skills which one can learn.
Marketing
- g. He purchased the product by mail order.
The product
- h. No promoter should abuse the trust of consumers.
The trust of consumers
- i. All promoters of products must follow certain principles.
Certain principles

- j. Some of the consumers are expressing justified complaints.
Justified complaints.....
- k. He failed because he hadn't fully explored the prospective competitive climate.
He failed because the prospective competitive climate
- l. Marketers must understand what motivates the consumer.
Marketers must understand what the consumer
- m. The use of credit cards has changed the attitude of many consumers.
The attitude
- n. No one can answer your question.
Your question
- o. What ought the company to do about the recent failure of its new product?
What ought to
- p. You must work for success.
Success
- q. They will send application forms to all the candidates.
Application forms
- r. His rude remarks have greatly upset the head of the department.
The head of the department
- s. A new company is going to take the business over.
The business
- t. Somebody must have taken the documents while I was out.
The documents

14. Fill in the blanks with the infinitive or the gerund of the words in capitals at the end of each sentence.

- a. I wish my congratulations on your success. EXPRESS
- b. Please forgive our you. INTERRUPT
- c. a good secretary needs skill, intelligence and concentration. BE
- d. Do you mind my ? SMOKE
- e. money is easier than money. SPEND, EARN
- f. a speech for three hours demands a very good preparation. MAKE
- g. The manager did not allow us to each other during the meeting.
SPEAK
- h. He suggested our on TV. ADVERTISE
- i. I regret you that we must cancel our order. INFORM
- j. The firm guaranteed the goods within ten days. SUPPLY
- k. for his turn took him two hours. WAIT
- l. I am considering my job. CHANGE
- m. He demanded his money back. GIVE
- n. We endeavour our customers. SATISFY

- o. Did you remember my letter? POST
- p. I posted some business letters, but I can't remember yours. POST
- q. They began ARGUE
- r. She is beginning IMPROVE
- s. As there was so much extra work to do, my boss made me in the office till late. STAY
- t. You'd better that money; you may need it later. SAVE

15. Other, the other, another, the others, others: Use the words to fill in the blanks.

- a. Six of us are here but where are ?
- b. We managed to get person into the car.
- c. Some clerks have arrived but where are clerks?
- d. Please take this old stapler away and bring me one.
- e. Many had failed to be general managers, but Paul succeeded.
- f. Here is only one file; where is one?
- g. No than Peter knows this subject so well.
- h. They prefer you to all who have applied for the post.

16. Fill in the blanks with the words below: market places, limited market, restricted market, fringe market, grey market, black market, free market, market price, marked price, middle or mean price.

- a. In the buyers and sellers are able to determine the market price according to the forces of supply and demand.
- b. The price of an article or a commodity that is current in the market is called
- c. is called any lawful trading in goods that are scarce at a particular time and, therefore, command a much higher price than the normal one.
- d. are called the open areas where a market is held.
- e. The price marked on goods sold in shops is the
- f. is the one into which a producer has agreed with one or more producers to limit his selling in order to avoid competition.
- g. or is the price half-way-between the big price and the offered price.
- h. is the unlawful trading in goods that are scarce.

- i. A market in which it's difficult to find buyers and sellers for a particular reason is a
- j. A is the market for small containers used for the pre-packing of some products, especially the liquid ones.

17. However, although, though, whereas, in spite of. Use the above words to fill in the blanks.

- a. he had worked all day, he was not very tired.
- b. Sue came to the meeting feeling ill.
- c. Mary said she didn't want to change her job., she may change her mind.
- d. She managed to type, her injured hand.
- e. Mary is quiet and shy, her colleagues are lively and talkative.
- f. The office is very small. It's quite comfortable
- g. She didn't apply for the job she had the right qualifications.
- h. the bad weather, she arrived at the office in time.
- i. She was promoted she hadn't asked for it.
- j. It's hard work. I enjoy it

18. Fill in the blanks with the missing prepositions.

- a. I haven't seen you ages.
- b. Tell me your big news.
- c. Bill likes making the customers feel home.
- d. In general partnership, each partner is responsible all debts and legal responsibilities concerning the business.
- e. Is it convenient customers purchase the product mail order?
- f. The code is to be applied the spirit as well as the letter of the law.
- g. All sales promotions should deal fairly and honourably consumers.
- h. The worst companies are those that concentrate never making mistakes.
- i. You have keep three basic points mind.
- j. I'd be happy help any way I can.
- k. Could you arrange an appointment me, please?
- l. He is interested the field marketing.
- m. She explained everything detail.
- n. Paul resigned the committee.

- o. There are a lot popular definitions marketing.
- p. Mary has applied a job a big company.
- q. Management plans must be developed according the new venture.
- r. The holder the card can withdraw advance some money
..... cash any branches the bank.

19. Which of the following verbs best suit each sentence: may, might (have), will, can, could, must, have (got) to, would, should (have), ought to (have) or needn't.

- a. I have your attention, please?
- b. I wonder if I use your telephone, please.
- c. He not come to tomorrow's meeting, as he's very busy.
- d. You drive on the left in Britain.
- e. She type ninety words per minute.
- f. He didn't speak very clearly, but I understand what he said.
- g. I make a suggestion? Of course you
- h. I get more money for all the work I do.
- i. We buy any files yet. There are plenty in the drawer.
- j. I (not) go to work tomorrow.
- k. I posted this letter yesterday, but I forgot.
- l. Peter is late. He missed his train.
- m. Sue be at work by now. She's normally there at that time.
- n. John passed his driving test easily. I was surprised that he failed.
- o. You have heard the news. It's been widely spread.
- p. Where is Jim? He be in his office. I'm not sure.
- q. you switch on the light, please?
- r. I borrow your dictionary?
- s. you mind waiting? No, that's O.K.
- t. She suggested (that) I see the manager.

20. Drawing information from the chapters of the unit say whether the following are true or false.

- a. You should be careful when you make decisions.
- b. It's not necessary for a good marketer to explore the prospective climate.
- c. One of the advantages in partnership is that you often receive tax benefits by the government.
- d. Marketing never faces an identity crisis.
- e. Disciplines like psychology or sociology have not recognised marketing.

- f. All sales are permitted to exploit the customers' lack of experience.
- g. All sale promotions should be legal.
- h. The presentation of a promotion should not be likely to mislead those who are addressed to.
- i. Advertising must be both strategically and executionally correct.
- j. Development never entails risk.

21. Activities

Last week you gave up your job because it didn't offer a good salary, promotion prospects, further training, wider experience and good working conditions.

As you are interested in the field of marketing you read the two ads in the newspaper and you decide to make an application for one of them.

A. Write a letter to a friend of yours, explaining the following in detail: **1.** Why you resigned your previous job. **2.** Which factors made you choose the job offered in the first or the second ad.

B. Write an application and a curriculum vitae concerning the ad you have chosen.

MARKETING ASSISTANT

The Clug Safe Equipment Company – the market leader in Security Safes – wish to appoint a Marketing Assistant to be based in the new offices in Peargreen House, Sussex.

The Marketing Assistant will be responsible to the Product Marketing Manager and will be involved in market research, the maintenance of a photographic library and assisting in the production of sales literature.

The successful applicant will be under 30 with good communication skills, commercial awareness and a knowledge and understanding of the importance of marketing.

The Company offers an attractive salary and good career prospects.

Applications in writing giving sufficient detail to make an application form must be sent to:

**John Peters Product Marketing Manager
The Clug Safe Equipment Company
Peargreen House, Sussex.**

MARKETING MANAGER

A unique career opportunity within the expanding cycle industry to join a progressive firm with excellent prospects.

This is an important position with responsibility reporting directly to senior management.

A variety of duties will include assisting with new sales projects, attending to public relations, product management and development, as well as other routine administrative tasks.

Applications are sought from graduates with commercial experience who enjoy hard work and responsibility and who can demonstrate enthusiasm, initiative and the ability to succeed. Public Relations experience would be an advantage. Applicants should be numerate and highly literate. They should also be interested in sport and bicycles as well as in the business environment. The successful applicant is expected to be between 25 and 35, and a non-smoker, please. Attractive negotiable salary and benefits package.

Please reply in your own handwriting, including full c.v. to:

T.Q. Steercan, Madmoon Ltd, Unit 2, Oxgate Lane London NW 7,8HT

Vocabulary for the ads included in the activities

safe, χρηματοκιβώτιο

market leader, πρωτοπόρος στην αγορά

appoint, προσλαμβάνω, διορίζω

be responsible to, είμαι υπόλογος σε

maintenance, συντήρηση, διατήρηση

sales literature, διαφημιστικό υλικό

commercial awareness, εμπορική συνείδηση

expand, αναπτύσσομαι

cycle, ποδήλατο

progressive, προοδευτικός

senior management, γενική/ανωτέρα διεύθυνση

attend to, προσέχω, φροντίζω

seek-sought-sought, αναζητώ, προτιμώ

graduate, απόφοιτος

demonstrate, επιδεικνύω

numerate, ικανός στα μαθηματικά/υπολογισμούς

literate, ικανός στη γλώσσα

negotiable, διαπραγματεύσιμος, συζητήσιμος

benefits package, (τα) οφέλη, πακέτο με οφέλη.

Vocabulary

A

abbreviation, συντομογραφία, σύντμηση
ability, ικανότητα
abolition, κατάργηση
abroad, στο εξωτερικό
absolutely, απόλυτα
absurdity, το παράλογο, ανοησία
abuse, κατάχρηση, (κακή) έξη, καταχρώμαι, εκμεταλλεύομαι
academic, (ουσ., επιθ.) ακαδημαϊκός, θεωρητικός
accept, (απο)δέχομαι, παραδέχομαι, υπογράφω ως αποδέκτης σε τραβηχτική/επιταγή
acceptance, αποδοχή
accommodation, διαμονή, παροχή στέγης, κατάλυμα
accompany, συνοδεύω
account, λογαριασμός
head of the accounts department, διευθυντής λογιστηρίου
open account, ανοικτός λογαριασμός
take into account, λαμβάνω υπόψη, σκέπτομαι
accountant, λογιστής
accuracy, ακρίβεια, ορθότητα
accurate, ακριβής
accurately, ακριβώς
achieve, πετυχαίνω, πραγματοποιώ, κατορθώνω, αποκτώ
achievement, επίτευγμα
acknowledge, γνωστοποιώ, γνωρίζω
acknowledgement, γνωστοποίηση
act, ενεργώ
action, δράση, ενέργεια
strong call to action, άμεση έντονη παρότρυνση για δράση
take immediate action, λαμβάνω άμεσα μέτρα
activity, δραστηριότητα
promotional activities, ενέργειες προώθησης
selling activity, δραστηριότητα πωλήσεων
actual, πραγματικός
ad/advertisement/advert, αγγελία, διαφήμιση
ad agency, διαφημιστική εταιρία/πρακτορείο
adapt to, προσαρμόζομαι/ω σε
adaptable, προσαρμόσιμος, ευπροσάρμοστος
add, προσθέτω

addict, ο εθισμένος
addiction, εθισμός (σε επιβλαβή έξη), τάση
addition, προσθήκη
in addition to, εκτός από, επιπροσθέτως
additional, επιπρόσθετος
address, διεύθυνση, απευθύνομαι
adhere (to) υιοθετώ, εμμένω (σε), προσκολλώμαι (σε)
adhesive, κολλητική ουσία
adhesive tape, κολλητική ταινία, σελοτέιπ
adjust, ρυθμίζω
administration, διοίκηση, διαχείριση
administrative, διοικητικός, διαχειριστικός
admit, παραδέχομαι
adopt, υιοθετώ, ακολουθώ
advance, προχωρώ, κίνηση προς τα εμπρός, εξέλιξη, πρόοδος
cash in advance, προπληρώνω
in advance, εκ των προτέρων
advanced, προχωρημένος, προηγμένης τεχνολογίας
advantage, πλεονέκτημα, προσόν, όφελος, συμφέρον
take (the) advantage of, επωφελούμαι, δρώτομαι της ευκαιρίας
advertisement, διαφήμιση
classified advertisements, μικρές αγγελίες
advertiser, διαφημιστής
advertising, διαφήμιση, τέχνη της διαφήμισης
advertising agency, διαφημιστικό πρακτορείο/γραφείο
advice, συμβουλή
advice note, συμβουλευτικό σημείωμα
advisable, ενδεδειγμένος, ορθός
advise, συμβουλευώ
we should strongly advise you, θα σας συμβουλεύαμε/συνιστούσαμε ιδιαίτερα
adviser /-or, σύμβουλος
affect, επιδρώ, επηρεάζω
against payment, επί πληρωμή, με την εξόφληση
age, εποχή
agency, πρακτορείο, γραφείο, αντιπροσωπεία
agent, πράκτορας, αντιπρόσωπος, μεσολαβητής, εκπρόσωπος

shipping agent, ναυτικός πράκτορας
aggressive, επιθετικός
aggressive stance, επιθετική θέση / στάση
agreement, συμφωνία, σύμβαση
aid, βοήθεια, βοηθητικό μέσο, βοήθημα
aim, σκοπός, πρόθεση, στόχος
aim at, στοχεύω σε, αποβλέπω σε
airline, αεροπορική εταιρία
air-way bill, αεροφορτωτική
alike, εξίσου
all but, (δεν είναι) τίποτα άλλο παρά, σχεδόν
allow, επιτρέπω, παρέχω το δικαίωμα
along with, μαζί με
alternative, εναλλακτική λύση, υποκατάστατο
ambition, φιλοδοξία
amount, ποσόν
amount to, ανέρχομαι (για ποσά), συμποσούμαι
ample, ευρύχωρος, ευρύς
analyse, αναλύω
analysis, ανάλυση
animate humans, έμψυχα όντα
announcement, ανακοίνωση
answer for, ευθύνομαι / είμαι υπόλογος (για)
answer the telephone, απαντώ στο τηλέφωνο
answering machine, αυτόματος τηλεφωνητής
answerphone, τηλέφωνο με αυτόματο τηλεφωνητή
anti-social, αντικοινωνικός
anxious, ανήσυχος
be anxious to, ανυπομονώ να
apart from, εκτός από
apathy, απάθεια, αδιαφορία
apology, συγνώμη, απολογία
apparatus, μηχανήμα, συσκευή
apparently, προφανώς
appeal, έλξη, πρόκληση, συγκίνηση
appear, εμφανίζομαι, παρουσιάζομαι
appliance, μηχανήμα, συσκευή
domestic appliance, οικιακή συσκευή
applicant, υποψήφιος (για θέση), αιτών
application, αίτηση, εφαρμογή, χρήση
application form, έντυπο αίτησης
apply, εφαρμόζω, ισχύω
apply (for), κάνω αίτηση (για)
appoint, προσλαμβάνω, διορίζω
appointment, ραντεβού (επαγγελματικό)
make an appointment, κλείνω ραντεβού
appraisal, έπαινος, εκτίμηση
appreciate, εκτιμώ

approach, προσέγγιση
appropriate, κατάλληλος
approval, επιδοκιμασία
meet with approval, αντιμετωπίζω θετικά, επιδοκιμάζω
arbitrate, διαιτητεύω
arbitration, διαιτησία
refer a dispute to arbitration, παραπέμπω μια διαφορά σε διαιτησία
architecture, αρχιτεκτονική
area, περιοχή, πεδίο
argue, επιχειρηματολογώ, χρησιμοποιώ επιχειρήματα, ισχυρίζομαι, υποστηρίζω (γνώμη), αποδεικνύω
argue for, παρουσιάζω επιχειρήματα υπέρ
argument, επιχειρήμα
arise, προκύπτω
around, γύρω, ολόγυρα
move around, τριγυρίζω, περιφέρομαι
arrange, κανονίζω, διευθετώ, τακτοποιώ, φροντίζω
arrange for (sb/sth), κανονίζω για (κάποιον/κάτι)
arrangement, συμφωνία, ρύθμιση, διευθέτηση, προγραμματισμός, οργάνωση
make arrangements, προγραμματίζω, οργανώνω, διευθετώ, τακτοποιώ
arrogant, υπερόπτης, με αλαζονική συμπεριφορά
art gallery, πινακοθήκη
article, είδος, πράγμα, προϊόν
artificial, τεχνητός
as far as someone/sth is concerned, όσον αφορά σε κάποιον/κάτι
as opposed to, αντίθετα με
as per, σύμφωνα με, κατά
ashtray, τασάκι, σταχτοδοχείο
aside, κατά μέρος
aspect, φάση, πλευρά (ζητήματος), άποψη, τομέας
assist, βοηθώ
assistance, βοήθεια
assistant, βοηθός, υπάλληλος
shop-assistant, πωλητής/υπάλληλος καταστήματος
association, σύνδεσμος, ένωση
assume, θεωρώ δεδομένο, υποθέτω, (παρα)δέχομαι
assurance, (επι)βεβαίωση
assure, διαβεβαιώνω, επιβεβαιώνω

at his request, σύμφωνα με το «κάλεσμά» του, όπως το ζήτησε
at large, εν γένει, γενικά
at that very moment, εκείνην ακριβώς τη στιγμή
at the present, αυτή τη στιγμή, τώρα
at times, μερικές φορές
at your service, στη διάθεσή σας
attach, επισυνάπτω, επικολλώ
attached, συνημμένος, που επισυνάπτεται
attack, επιτίθεμαι
attend, παρακολουθώ (μαθήματα, διαλέξεις, κ.λπ.)
attend to, προσέχω, φροντίζω
attention, προσοχή
draw one's attention, τραβώ την προσοχή κάποιου
attitude, θέση, άποψη, στάση (ως προς τη ζωή)
attraction, πλεονέκτημα, θέλγητρο
attractive, ελκυστικός
audience, πελατεία, το κοινό, ακροατήριο
audio-typist, δακτυλογράφος που δακτυλογραφεί έγγραφα ακούγοντας το περιεχόμενό τους από κασέτα
authority, εξουσία, αρχή, δικαιοδοσία
state authorities, κρατικές αρχές
automatic ticket machine, αυτόματα μηχανή έκδοσης εισιτηρίων
automatically, αυτόματα
avail myself of, επωφελούμαι
available, διαθέσιμος, ελεύθερος
avoid, αποφεύγω
avoidable, που είναι δυνατόν ν' αποφευχθεί
await, αναμένω, περιμένω
award, απονέμω (βραβείο, δίπλωμα, κ.λπ.), ανταμείβω
aware, ενήμερος
be aware of, είμαι γνώστης/ενήμερος
awareness, ενημέρωση, επίγνωση, συνείδηση
commercial awareness, εμπορική συνείδηση
axis, άξονας

B

background, υποδομή, "κατάρτηση", πείρα
backstage, τα παρασκήνια
balance, εξισορροπώ, φέρνω σε ισορροπία, ισορροπία
balance of payment, ισοζύγιο πληρωμών

bale, δέμα
ball, κουβάρι, μπάλα
ball-point pen, στυλό διαρκείας
ban, απαγορεύω δια νόμου, καταδικάζω
bank / banker's draft, τραπεζική διαταγή για πληρωμή
banker's transfer, τραπεζικό μεταβιβαστικό έγγραφο, τραπεζική μεταβίβαση (σε άλλη τράπεζα)
banking, τραπεζικές εργασίες
bargain(ing), αγοραστική ευκαιρία, συμφωνία αγοραπωλησίας, παζαρεύω, διαπραγματεύομαι
make a bargain, διαπραγματεύομαι, παζαρεύω
based, με έδρα, που βρίσκεται
based on, βασισμένος σε
be based, τοποθετούμαι
be based on, βασίζομαι σε
basic, βασικός
basis (πληθ. -es), βάση
on the basis, με βάση, βάσει (του/της)
batch, παρτίδα
be about to, πρόκειται να
bear, αντέχω
bear the risk, αναλαμβάνω την ευθύνη, διακινδυνεύω
beforehand, εκ των προτέρων
behaviour, συμπεριφορά
belief, πίστη, πεποίθηση
general belief, γενική πεποίθηση
belong to, ανήκω σε
bend, λυγίζω
benefit, όφελος, κέρδος, ευεργέτημα
benefits package, (τα οφέλη)
beyond, πέρα από
beyond our control, πέρα από τον έλεγχό μας
big, μεγάλος
the bigger... the narrower, όσο πιο μεγάλος... τόσο πιο στενός
bill, λογαριασμός
bill of entry, κατάσταση διασάφησης (εισαγωγής εμπορευμάτων)
bill of exchange, συναλλαγματική
bill of Lading (B/L, b/l), φορτωτική
air-way bill, αεροφορτωτική
draw a draft/bill, εκδίδω επιταγή ή τραβηκτική
term bill, τραβηκτική προθεσμίας
billboard, πίνακας ή τοίχος μάντρας για τοιχοκόλληση διαφημίσεων
birth, γέννηση

biological, βιολογικός
blackmailer, εκβιαστής
blame, κατακρίνω, μέμφομαι, κατηγορώ
who is to blame? ποιος είναι υπεύθυνος;
 ποιος είναι άξιος μομφής; ποιος φταίει;
blanket, κουβέρτα
board, πίνακας
board (of directors), συμβούλιο
notice board, πίνακας ανακοινώσεων
body language, γλώσσα του σώματος
body of the letter, κύριο θέμα επιστολής
bold, τολμηρός
book, κλείνω (παραγγελία)
book-keeping, κράτηση/τήρηση λογιστικών βιβλίων
book an order, κλείνω παραγγελία
booking, κράτηση (θέσης, κ.λπ.)
bore, προκαλώ πλήξη
boring, βαρετός, ανιαρός
bossy, αυταρχικός
brain, μυαλό, εγκέφαλος
brainless, άμυαλος
branch, υποκατάστημα, κλάδος, παράρτημα
brand, μάρκα / φίρμα (προϊόντος)
break, διάλειμμα
coffee break, διάλειμμα για καφέ
breakdown, ζημιά,
breakfast, παίρνω πρωινό γεύμα, πρωινό γεύμα
breath, ανάσα, αναπνοή
bridge, γεφυρώνω, γέφυρα
briefly, εν συντομία, με λίγα λόγια
brilliant, θαυμάσιος, έξυπνος, ευφυής
bring close, φέρνω κοντά
broad, ευρύς
broadcast, εκφωνώ, αναμεταδίδω
broadcaster, εκφωνητής
brochure, (διαφημιστικό) φυλλάδιο, μπροσούρα
broker, μεσίτης, πράκτορας
budget, προϋπολογισμός
don't sell the advertising budget short, μη λυπηθείς τα έξοδα προκειμένου να διαφημίσεις τα προϊόντα σου
bureaucrat, γραφειοκράτης
bureaucratic, γραφειοκρατικός
business, επιχείρηση, εμπόριο, δουλειά
business letters, εμπορική αλληλογραφία
run a business, διευθύνω, διαχειρίζομαι, διοικώ μια επιχείρηση
businessman, επιχειρηματίας

busy, απασχολημένος, κατειλημμένος, φορτωμένος
keep sb busy, απασχολώ κάποιον
butterfly, πεταλούδα
buzzing sound, βουητό (στο ακουστικό τηλεφώνου)
by mail order, ταχυδρομικώς
by return, χωρίς καθυστέρηση, αμέσως

C

cabinet, ντουλάπι
filing cabinet, ντουλάπι ταξινόμησης υλικού/αρχείου
cable, τηλεγράφημα, καλωδιακή σύνδεση
calculate, υπολογίζω
calendar, ημερολόγιο (επιτραπέζιο/τοίχου)
call, τηλεφωνώ, καλώ, τηλεφωνική κλίση, επισκέπτομαι
call on (somebody), επισκέπτομαι (κάποιον)
long distance call, υπεραστικό τηλεφώνημα
campaign, διαφημιστική εκστρατεία, καμπάνια
campaign period, περίοδος διαφημιστικής εκστρατείας/καμπάνιας
cancel, ακυρώνω
cancellation, ακύρωση
cancellation fees, πρόστιμο ακύρωσης (ειστηρίων κ.λπ.)
candidate, υποψήφιος
cannily, προσεκτικά, επιφυλακτικά
capacity, ικανότητα, χωρητικότητα
capital, κεφάλαιο (χρηματικό)
carbon paper, καρμπόν, ειδικό χαρτί διαποτισμένο με χρώμα για την αποτύπωση αντιγράφων
card, επισκεπτήριο, κάρτα, μπιλιέτο
care, φροντίδα, περιποίηση
take care, φροντίζω, περιποιούμαι
career, καριέρα
cargo, φορτίο (πλοίου)
carpet, χαλί
carriage, μεταφορά
carriage forward, όρος που σημαίνει πως το κόστος της μεταφοράς πληρώνεται από τον παραλήπτη. Όταν το κόστος μεταφοράς πληρώνεται από τον αποστολέα, χρησιμοποιούμε τον όρο **carriage paid**
carrier, μεταφορικό μέσο, μεταφορέας
carry, μεταφέρω
carry away, παρασύρω, ενθουσιάζω
carry out, διεκπεραιώνω, εκτελώ

case, περίπτωση, θέμα, κιβώτιο, θήκη
in case, σε περίπτωση που
this is not always the case, αυτό δεν συμβαίνει πάντοτε, δεν είναι πάντα εκεί το θέμα/πρόβλημα
cash, μετρητά, ρευστό χρήμα, εξόφληση σε μετρητά
cash in advance, προπληρώων
in cash, τοις μετρητοίς, σε μετρητά
casual, τυχαίος, άνετος
catch the reader, τραβώ/ελκύω το ενδιαφέρον του αναγνώστη
cause, προκαλώ, προξενώ
cease, σταματώ, παύω
cell, κύτταρο
cellphone, ψηφιακό τηλέφωνο
certain, βέβαιος, σίγουρος
certain amount of training, επαρκής εκπαίδευση/εξάσκηση/κατάρτιση
certainty, βεβαιότητα
certificate, πιστοποιητικό
certified, θεωρημένος, επικυρωμένος
chairman, πρόεδρος (συνεδριάσεων, συμβουλίων, κ.λπ.)
chance, ευκαιρία, "τύχη", σύμπτωση
channel hopping, αλλαγή καναλιού (τηλεόρασης κ.λπ.)
charge, χρεώνω, χρέωση
charging, χρέωση
charming, γοητευτικός
check, ελέγχω, τσεκάρω, επιταγή
checklist, κατάλογος, λίστα
cheerful, ευχάριστος
cheque/check, επιταγή, τσεκ, έντυπο επιταγής
chief buyer, προϊστάμενος πωλήσεων
chief executive, γενικός διευθυντής
choice, επιλογή
choose, διαλέγω, επιλέγω
c.i.f. (cost, insurance, freight), όρος που σημαίνει ότι οι τιμές (μεταφοράς εμπορευμάτων) συμπεριλαμβάνουν το κόστος, την ασφάλεια, και τον ναύλο
circular, εγκύκλιος
circumstance, περίπτωση, περίσταση
claim, απαιτώ, ισχυρίζομαι, πιστεύω
claim back, αξιώνω, επικαλούμαι
class, τάξη
first class, πρώτης τάξης, άριστος
classified advertisements, μικρές αγγελίες
clear, εκτελωνίζω

clearing agent, εκτελωνιστής
clerical, υπαλληλικός
clerk, υπάλληλος, (γραφείου)
post room clerk, υπάλληλος υπεύθυνος για τη διανομή αλληλογραφίας
clever, έξυπνος
client, πελάτης (κυρίως γραφείων, εταιρειών, δικηγόρων, αρχιτεκτόνων κ.λπ.)
close, κοντά
bring close, φέρνω κοντά
close down, παύω να λειτουργώ
close-knit, στενά συνδεδεμένος
closed market, μονοπώλιο
closing sentences, προτάσεις για επίλογο
coach, πούλμαν
c.o.d. (cash on delivery), εξόφληση κατά την παράδοση
code, κώδικας
code number, κωδικός αριθμός
colleague, συνάδελφος
collect, παίρνω, μαζεύω
collectable, συλλεκτικός
combination, συνδυασμός
come out, εμφανίζομαι, βγαίνω
come straight out with, δηλώνω/μαρτυρώ αμέσως
come to the point, "μπαινώ" στο θέμα
command, επιβάλλω, απαιτώ
commemorative, αναμνηστικός
comment, σχόλιο
commentator, σχολιαστής
commerce, εμπόριο
chamber of commerce, τεχνικό επιμελητήριο
school of commerce, εμπορική σχολή
commercial, εμπορικός, εμπορική διαφήμιση (στην τηλεόραση ή το ραδιόφωνο)
commercial awareness, εμπορική συνείδηση/ (επί) γνώση
commercial course, κύκλος εμπορικών μαθημάτων
commercial L/C, ενέγγυος (εμπορική) πίστωση
commission, αναθέτω (εντολή, αντιπροσωπεία), εντολή, προμήθεια (χρηματική)
commitment, υποχρέωση, δέσμευση
commodity, εμπόρευμα, προϊόν, είδος, αγαθό
common sense, κοινή λογική
common use, κοινή χρήση
communicate, επικοινωνία, μεταδίδω (μήνυμα), πληροφορώ
communication, επικοινωνία, διασύνδεση

inter-communication, σύστημα ενδοσυνεννόησης
communications, μεταφορικά μέσα
communicative, ομιλητικός, διαχυτικός
non-communicative, συγκρατημένος, μη διαχυτικός
community, κοινότητα
commuter, (ο) ταξιδεύων καθημερινά (προς και από τον τόπο εργασίας του) με δημόσιο μέσον μεταφοράς
company, εταιρία, επιχείρηση
daughter company, θυγατρική εταιρία
parent company, μητρική εταιρία, ελέγχουσα εταιρεία
stay with the company, (παρα)μένω (πιστός) στην εταιρία
compare, συγκρίνω
be compared to, συγκρίνομαι με
compatible, συμβατός
compensation, αποζημίωση
compete, ανταγωνίζομαι, συναγωνίζομαι
competent, ικανός
competition, συναγωνισμός, ανταγωνισμός
competitive, ανταγωνιστικός, συναγωνισμός
competitiveness, ανταγωνιστικότητα
competitor, ανταγωνιστής
complain, παραπονιέμαι
complaint, παράπονο
complement, συμπληρώνω
complete, πλήρης
complete range, πλήρης σειρά, ολόκληρη η σειρά
completely, εντελώς, απόλυτα
completion, εκπλήρωση, εκτέλεση
complicated, περίπλοκος
complimentary close, ευγενικό κλείσιμο επιστολής
comprise, αποτελώ, απαρτίζω, περιλαμβάνω
computer, ηλεκτρονικός υπολογιστής
concentrate (on), συγκεντρώνω (την προσοχή μου) σε, συγκεντρώνομαι
concept, ιδέα, συνείδηση, αντίληψη
concern, αφορώ (σε), θέμα, υπόθεση, ενδιαφέρον
as far as someone/something is concerned, όσον αφορά σε κάποιον/κάτι
to whom it may concern, για κάθε ενδιαφερόμενο, προς όποιον αφορά
concession, παραχώρηση
conclusion, συμπέρασμα

draw a conclusion, βγάζω συμπέρασμα
condition, όρος, συνθήκη, κατάσταση
on condition that, με τον όρο / την προϋπόθεση ότι
conduct, διεξάγω, διαπραγματεύομαι, διευθύνω
conference, συνέδριο, διάσκεψη, σύσκεψη
confidence, εμπιστοσύνη, εχεμύθεια
confident, πεπεισμένος, βέβαιος
confidential, έμπιστος, εμπιστευτικός
configuration, διαμόρφωση
confine, πλαίσιο, όριο
confirm, επιβεβαιώνω
confirmation, (επι)βεβαίωση
confusing, συγκεχυμένος
congratulations, συγχαρητήρια
connection, σύνδεση, συνεργασία
in connection with, σε σχέση με
consider, μελετώ προσεκτικά, σκέπτομαι, εξετάζω, λαμβάνω υπόψη, θεωρώ
considerable, αξιοσημείωτος, σημαντικός
considerably, αξιοσημείωτα
considerably overdue, εκπρόθεσμος εδώ και πολύ καιρό
consideration, μελέτη, εξέταση
favourable consideration, ευνοϊκή αντιμετώπιση
take into consideration, λαμβάνω υπόψη, μελετώ
consignee, παραλήπτης
consignment, παραλαβή, αποστολή (εμπορευμάτων)
consistency, συντονισμός, συσχετισμός, συνέπεια
consistent, συνεπής, σταθερός
consolidation, εμπέδωση
constitute, απαρτίζω, αποτελώ
Constitution Square, Πλατεία Συντάγματος
construct, κατασκευάζω, φτιάχνω, διαμορφώνω
consulate, προξενείο
consultant, σύμβουλος
consumer, καταναλωτής, αγοραστής
consumption, κατανάλωση
contact, επαφή
contain, περιέχω
container, μεγάλο κουτί συσκευασίας, εμπορευματοκιβώτιο, κοντέινερ
contemplate, έχω υπόψη να, σκέπτομαι να
content, περιεχόμενο

continuation sheets, έντυπα αλληλογραφίας μόνο με την επωνυμία της επιχείρησης ή τελείως λευκά για τις υπόλοιπες (εκτός της πρώτης) σελίδες εμπορικών επιστολών
continuum (πληθ. -ua), συνεχής σειρά, συνοχή
contract, συμβόλαιο
contractor, εργολήπτης, μεσάζων
contradict, αντιλέγω, διαφωνώ
contribute, συμβάλλω, συνεισφέρω
contribution, συνεισφορά, συμβολή
control, χειρίζομαι, χρησιμοποιώ, έλεγχος, κοντρόλ
convenience, άνεση, βολή
convenient, βολικός, άνετος, εύκολος
conversation, συζήτηση, συνομιλία
hold a conversation, έχω μια συζήτηση
convey, μεταδίδω, εκφράζω, φανερώνω
convince, πείθω
cooperation, συνεργασία
copy, αντίγραφο
good copy, επιτυχής απομίμηση
copy paper, λεπτό χαρτί (για αντίγραφα με τη χρήση καρμπόν)
cordless, ασύρματος
corporate, ενσωματωμένος
corporation, σωματείο, εταιρία, σύλλογος
correct, διορθώνω, σωστός, σωστά
correcting fluid, διορθωτικό υγρό
correctly, σωστά
correlation, συσχετισμός
correspond to, είμαι ισότιμος/ανάλογος με
correspond with (sb), αλληλογραφώ με
correspond with (sth), ανταποκρίνομαι σε, είμαι σύμφωνος με, ταιριάζω με
correspondence, αλληλογραφία
correspondent, παραλήπτης μηνύματος, ανταποκριτής
correspondent bank, ανταποκρίτρια τράπεζα
corridor, διάδρομος
corrupt, διαβρώνω, καταστρέφω, διαφθείρω
cost, κόστος, έξοδα
cut the cost, μειώνω το κόστος, περικόπτω τα έξοδα
cosy, άνετος και ζεστός/με θαλπωρή
counsel, συμβουλευτώ
coupon, κουπόνι, απόκομμα
course, πορεία, εξέλιξη, σειρά μαθημάτων
commercial course, κύκλος εμπορικών μαθημάτων
courteous, ευγενικός, αβρός

cover, φάκελος, περιτύλιγμα
create, δημιουργώ, παράγω
creation, δημιουργία
creative, δημιουργικός
creatively, δημιουργικά
credibility, αξιοπιστία
credit, πίστωση, πιστώνω
credit card, πιστωτική κάρτα
credit note, πιστωτικό σημείωμα
crisis (πληθ. **crises**), κρίση
crisp, αποφασιστικός
criterion (πληθ. **criteria**), κριτήριο
establish a criterion, ορίζω/βάζω κριτήριο
critical, κριτικός
critical question, κρίσιμο ερώτημα
criticise, κάνω κριτική
cross, σταυρώνω
it crosses one's mind, περνά από το μυαλό κάποιου
crossed legs, σταυροπόδι
crossroad, σταυροδρόμι
crowd, πλήθος
crucial, κρίσιμος, αποφασιστικός
currency, τρέχουσα τιμή συναλλάγματος/ νομίσματος
currency reference, (συναλλαγματική) σχέση νομισμάτων
current, τρέχων, ισχύων, (επι)κρατών, επίκαιρος, σύγχρονος
curriculum vitae, βιογραφικό σημείωμα
customer, πελάτης
Customs (House), τελωνείο
Customs broker, εκτελωνιστής
(customs) clearance, εκτελωνισμός
(customs) debenture, πιστοποιητικό επανεξαγωγής
customs declaration, δηλωτικό (εμπορευμάτων), τελωνειακή δήλωση/διασάφηση
customs duty, τελωνειακός δασμός
customs entry, (τελωνειακή) καταχώρηση
Customs officer, τελωνειακός (υπάλληλος)
customs tariff, τελωνειακή δασμολογική κατάταξη, τελωνειακό δασμολόγιο
cut, ελαττώνω
be cut off, διακόπτομαι (ενώ μιλώ στο τηλέφωνο) διότι «κόβεται» η γραμμή
cut down, περιορίζω, ελαττώνω
cut the cost, μειώνω το κόστος/περικόπτω τα έξοδα
cutting, κομμάτι

c.v. (curriculum vitae), βιογραφικό σημείωμα
c.w.o. (cash with order), εξόφληση μόλις δοθεί η παραγγελία
cycle, ποδήλατο

D

data (εν. datum), στοιχεία, δεδομένα
d. base (data base), βασικά δεδομένα
damaged, που έχει υποστεί ζημιά, κατεστραμμένος
date, ραντεβού
fix a date, κλείνω ραντεβού (προσωπικό)
deal, δόσοληψία, δουλειά
the entire deal, η όλη διαπραγμάτευση, το κύριο θέμα
deal with, καταπιάνομαι, ασχολούμαι με, έχω σχέση με, έχω να κάνω με, διατηρώ επαγγελματικές επαφές με, διαπραγματεύομαι, ικανοποιώ, αντιμετωπίζω
dealer, έμπορος, ντίλερ
debit, χρέος
debt, χρέος
decent, αρμόζων, κόσμιος, ευπρεπής
decide, αποφασίζω, επιλέγω
decision, απόφαση
decision-making, λήψη αποφάσεων
make a decision, παίρνω/λαμβάνω μια απόφαση
deck, όροφος λεωφορείου, κατάστρωμα
declare, δηλώνω, ορίζω, κηρύσσω
decline, έκπτωση, μείωση, πτώση, εξασθένιση
decrease, μειώνομαι, μειώνω
deeply, βαθιά
defect, ελάττωμα
defective, ελαττωματικός
defend, υπερασπίζομαι, προστατεύω
defensive, αμυνόμενος, (ο) ευρισκόμενος σε άμυνα
define, ορίζω, καθορίζω
definition, ορισμός
degree, βαθμός
delay, καθυστέρηση
delegate, αναθέτω
delicate, κομψός
delicious, εύγευστος, νόστιμος
deliver, παραδίδω
delivery, παράδοση, διανομή
demand, ζήτηση, απαίτηση, απαιτώ
demanding, απαιτητικός

demonstrate, επιδεικνύω
demonstration, επίδειξη
deny, αρνούμαι, δεν παραδέχομαι
department, τμήμα (εταιρίας, καταστήματος, κ.λπ.), κλάδος, υπηρεσία
Exploration Department, Τμήμα Ερευνών
Finance Department, Οικονομικό Τμήμα
Head of the Account Department, Διευθυντής Λογιστηρίου
Production Department, Τμήμα Παραγωγής
Sales Department, Τμήμα Πωλήσεων
departure, αναχώρηση
depend on, εξαρτώμαι από
deposit, καταθέτω χρήματα, κατάθεση χρημάτων (για φύλαξη ή επένδυση)
depress, προξενώ κατάθλιψη
deprive sb of sth, στερώ κάτι από κάποιον
deputy, υποδιευθυντής, αναπληρωτής (διευθυντής ή πρόεδρος)
description, περιγραφή
deserve, δικαιούμαι, μου αξίζει
design, σχεδιάζω, μελετώ, προγραμματισμός, πλάνο
despatch/dispatch, αποστέλλω, αποστολή
destination, προορισμός
detail, λεπτομέρεια
detailed, λεπτομερής, επιμέρους, ξεχωριστός
determine, προσδιορίζω, καθορίζω
determined, αποφασιστικός
develop, αναπτύσσω, εξελίσσω -ομαι
development, ανάπτυξη, εξέλιξη, βελτίωση
device, μέσον, συσκευή, μηχανήμα
devise, επινοώ, εφευρίσκω, ανακαλύπτω
diagram, διάγραμμα
dial (a number) σχηματίζω αριθμό στη συσκευή τηλεφώνου, παίρνω τηλέφωνο
dialling tone, ο ήχος του τηλεφώνου που υποδηλώνει ότι η γραμμή είναι ελεύθερη
dictating machine/dictaphone, μηχανήμα για υπαγόρευση κειμένων
dignity, αξιοπρέπεια
diploma, πτυχίο, δίπλωμα
direct, άμεσος, κατευθύνω, στρέφω
direct flight, απευθείας πτήση
direct mail, άμεση διαφημιστική ενημέρωση με αλληλογραφία
direct mail letter, διαφημιστική ενημερωτική επιστολή
direct marketing, άμεση διαφήμιση προϊόντος
directly, κατευθείαν

director, διευθυντής
divisional director, διευθυντής τμήματος/τομέα
directorate, διεύθυνση, διοίκηση
directory, κατάλογος, ευρετήριο
telephone directory, τηλεφωνικός κατάλογος
disadvantage, μειονέκτημα
disagree, διαφωνώ
discharge, αποδέσμευση, απαλλαγή
discipline, επισημονικός κλάδος, τομέας γνώσεων, πειθαρχία
discount, έκπτωσηση
discover, ανακαλύπτω
discreet, διακριτικός
discuss, συζητώ
disk/disc, δισκέτα
floppy disk, δισκέτα
hard disk, σκληρός δίσκος
resident disk, εσωτερικός/ενσωματωμένος δίσκος/επεξεργαστής
dispenser, βάση (για σελοτέπη), δοχείο
display, εκθέτω (σε εκθέσεις προϊόντων), δείχνω, επιδεικνύω
disposal, διάθεση
be at one's disposal, είμαι στη διάθεση κάποιου
dispute, αμφισβήτηση, φιλονικία
refer a dispute to arbitration, παραπέμπω μια διαφορά σε διαιτησία
disrepute, κακή φήμη, ανυποληψία
dissatisfaction, δυσαρέσκεια
dissatisfied, δυσαρεστημένος
distant, μακρινός
distinct, ιδιαίτερος, ευκρινής
distribute, διαμοιράζω, διανέμω
distribution, διανομή
sales and distribution system, σύστημα πωλήσεων και διανομής
district, περιφέρεια
disturb, ενοχλώ
dive, βουτώ
divert, αποσπώ την προσοχή
division, διαίρεση, καταμερισμός
do my best, βάζω τα δυνατά μου
document, έγγραφο, ντοκουμέντο, τεκμήριο, τίτλος
documentation, (επίσημα) έγγραφα, τεκμηρίωση δι' εγγράφου
domestic appliance, οικιακή συσκευή
dominate (over), κυριαρχώ (σε)

don't sell the ad budget short, μη λυπηθείς τα έξοδα προκειμένου να διαφημίσεις τα προϊόντα σου
double decker (bus), διώροφο λεωφορείο
doubt, αμφιβολία
downturn, κάμψη, πτώση, μείωση
dozen, δωδεκάδα, ντουζίνα
draft, τραβηκτική επιταγή
term draft, τραβηκτική προθεσμίας
dramatic, εντυπωσιακός, συνταρακτικός
draw upon, παίρνω/αποσπώ (πληροφορίες) από
drawback, επιστροφή (κατά την εξαγωγή) των δασμών εισαγωγής
drawing pin, πινέζα
dream, όνειρο
dress-goods, προϊόντα ένδυσης
drive, διαδρομή με αυτοκίνητο, οδηγώ
drugs, ναρκωτικά, φάρμακα
due to, οφειλόμενος σε
in due time, εν ευθέτω χρόνω, στην κατάλληλη ώρα
it is due to, οφείλεται σε
dull, ανιαρός, μονότονος
duplicate, διπλός
duty, καθήκον, εργασία, δασμός
be on duty, εκτελώ υπηρεσία
excise duty, φόρος κατανάλωσης (για οινόπνευμα/ποτά και τσιγάρα)

E

E.E.C. (European Economic Community), Ευρωπαϊκή Οικονομική Κοινότητα/Ε.Ο.Κ.
early reply, χωρίς καθυστέρηση/άμεση απάντηση
earn, κερδίζω
earphone, ακουστικό
economic/economical, οικονομικός
economic good, οικονομικό όφελος/συμφέρον
economist, οικονομολόγος
economy, οικονομία
edge, άκρη, λύση
give oneself an edge, τα βγάζω πέρα, βρίσκω λύση/άκρη
editorial, εκδοτικός
in editorial form, σε εκδόσεις, σε μορφή εντύπου
educate, ενημερώνω, μορφώνω
education, μόρφωση
effect, επίδραση, συνέπεια

in effect, κατά συνέπεια
effective, αποτελεσματικός, αποδοτικός
efficiency, αποδοτικότητα
efficient, ικανός, επαρκής, καλός, (στη δουλειά), που διαθέτει τα απαιτούμενα προσόντα, αποτελεσματικός, αποδοτικός
efficiently, αποδοτικά, ικανά
effort, προσπάθεια
elastic band, λαστιχάκι
elect, εκλέγω
electronic, ηλεκτρονικός
electronic mail, ηλεκτρονικός τύπος (σύνδεση με telex, telefax, κ.λπ.)
elegant, κομψός, εκλεπτυσμένος, καλαίσθητος
element, στοιχείο
eliminate, εξαλείφω, περιορίζω
embrace, αγκάλιασμα, περιίπτυξη, αγκαλιάζω
emphasise, τονίζω ιδιαίτερα, δίνω έμφαση
employ, εργοδοτώ, δίνω/παρέχω εργασία (σε κάποιον)
employee, εργαζόμενος
empty, άδειος
en/on route, κατά την πορεία, καθ' οδόν
enable, καθιστώ ικανό, διευκολύνω, παρέχω/δίνω την δυνατότητα (σε)
encl./enclosure, εσωκλειστο έγγραφο, συνημμένο
enclose, εσωκλείω
end in, καταλήγω σε
endeavour, προσπαθώ
energetic, ενεργητικός, δραστήριος
engaged, κατειλημμένος
engaged in, που ασχολείται με
enjoy, απολαμβάνω
enlarge, επεκτείνω
enormous, τεράστιος
enquiry/inquiry, ζήτηση πληροφοριών
ensure, επιβεβαιώνω, εξασφαλίζω, (δι)ασφαλίζω, διαβεβαιώνω, διαβεβαιώνομαι, σιγουρεύω, σιγουρεύομαι
entail, συνεπάγομαι, ενέχω
entanglement, μπλέξιμο, μπέρδεμα
enter, μπαίνω σε, εισέρχομαι, εγγράφω, καταχωρίζω
enterprise, επιχείρηση
entertainment, διασκέδαση
enthusiasm, ενθουσιασμός
entire, ολόκληρος, όλος
entirely, εντελώς, τελείως
entitle, εξουσιοδοτώ, δίνω το δικαίωμα

entrepreneur, διαχειριστής, επιχειρηματίας
envelope, φάκελος
window envelope, φάκελος με διαφανή μεμβράνη για να φαίνονται το όνομα και η διεύθυνση του παραλήπτη
environment, περιβάλλον
episode, επεισόδιο
equally, εξίσου
equipment, εξοπλισμός, εφοδιασμός, συσκευή
erroneous, εσφαλμένος, λανθασμένος
error, σφάλμα, λάθος
escalator, κυλιόμενες σκάλες
escorted, οργανωμένος, με υπεύθυνο οδηγό/ξεναγό
essential, ουσιώδης, σημαντικός
establish, δίνω έμφαση, διαπιστώνω, στηρίζω, καθιερώνω, επιβάλλω
establish a criterion, ορίζω/βάζω κριτήριο
established, καθιερωμένος
well established, καλά εδραιωμένος, καθιερωμένος
estimate, υπολογίζω, εκτιμώ, υπολογισμός
E.U. (European Union), Ευρωπαϊκή Κοινότητα/Ένωση
evaluation, εκτίμηση, αξιολόγηση
even if, ακόμα και αν
evidence, απόδειξη, μαρτυρία, στοιχεία
evidently, προφανώς
evil, κακός, διαβολικός
evolution, εξέλιξη
evolve, αναπτύσσομαι, εξελίσσομαι
exaggerate, υπερβάλλω
examination, εξέταση
on examination, κατά την εξέταση
excellent, θαυμάσιος, εξαιρετικός, άριστος
exceptional, εξαιρετικός
exchange, συνάλλαγμα, ανταλλαγή, συναλλαγή, συναλλάσσω, συναλλάσσομαι
exchange rate, συναλλαγματική ισοτιμία, τιμή συναλλάγματος
exchange reserves, συναλλαγματικά αποθέματα
telephone exchange, τηλεφωνικό κέντρο
exciting, συναρπαστικός
exclusive, αποκλειστικός
exclusively, αποκλειστικά
excursion, εκδρομή
ex-directory number, μη καταχωρημένος αριθμός τηλεφώνου
execution, εκτέλεση, πραγματοποίηση

executionally, κατά την εκτέλεση/διεκπεραίωση
executive, ανώτατο διοικητικό στέλεχος, εκτελεστικός, εκτελεστικό όργανο
executive secretary, γραμματέας ανωτάτου διοικητικού στελέχους
chief executive, γενικός διευθυντής
exhibition, έκθεση, επίδειξη
existing, υπάρχων
expand, επεκτείνω, επεκτείνομαι, αναπτύσσομαι
expanding, αναπτυσσόμενος
expect, πιστεύω, νομίζω, προσδοκώ, περιμένω
expenses, έξοδα
experience, εμπειρία, πείρα
expert, ειδικός, ειδήμων
expire, λήγω
explicit, σαφής
exploit, εκμεταλλεύομαι, επωφελεύμαι, αξιοποιώ
exploration department, τμήμα ερευνών
explore, εξερευνώ, ερευνώ
export, εξαγωγή
export trade, εξαγωγικό εμπόριο
exporter, εξαγωγέας
express, εκφράζω
extension (number) / (line), εσωτερικός αριθμός/γραμμή τηλεφώνου
extensive, εκτεταμένος, εντατικός
extent, έκταση, μέγεθος, βαθμός
to the same extent, στον ίδιο βαθμό/έκταση
external data bases, πηγές δεδομένων/πληροφοριών εκτός της μνήμης του υπολογιστή
extremely, εξαιρετικά, πάρα πολύ, υπερβολικά

F

f.a.s. (free alongside ship), όρος που σημαίνει ότι οι τιμές συμπεριλαμβάνουν τα έξοδα μεταφοράς εμπορευμάτων μέχρι το λιμάνι προέλευσης, χωρίς τη φόρτωση στο πλοίο.
fabric, ύφασμα
face, πρόσωπο, αντιμετωπίζω
facility, ευκολία, διευκόλυνση, εξυπηρέτηση, άνεση, δυνατότητα
facsimile/fax, μηχανήμα ανατύπωσης και μετάδοσης πανομοιότυπων και ραδιοηλεκτρογραφιών, φαξ, τηλεμοιοτυπία
fact, γεγονός, συμβάν
factor, παράγων

key factor, βασικός παράγων
fair, δίκαιος, έντιμος
fairly (+ adj./adv.), αρκετά
fairly and squarely, σαφώς και κατηγορηματικώς
faith, εμπιστοσύνη
faithfully, πιστά, αφοσιωμένα
yours faithfully, Με τιμή/Υμέτερος (για επίλογο επιστολών)
fall, πέφτω, μειώνομαι
fail into, κατανέμομαι, αφορώ, εμπίπτω
fare, εισιτήριο, ναύλος
fascinating, ελκυστικός, γοητευτικός
fault, σφάλμα, ευθύνη
favourable consideration, ευνοϊκή αντιμετώπιση
fax, τηλεμοιοτυπία, τηλεφωτοτυπία
feature, παρουσιάζω, τονίζω, χαρακτηριστικό
highly featured, με χαρακτηριστικά υψηλής ποιότητας
feed, τρέφω
be fed up with, δεν αντέχω, είμαι μπουχτισμένος, βαριέμαι
feedback, πληροφορίες
feel, αισθάνομαι
make someone feel at home, κάνω κάποιον να αισθάνεται σαν στο σπίτι του/άνετα
feeling, συναίσθημα
female, θηλυκός
field, θέμα, πεδίο, τομέας
fierce, άγριος, σφοδρός
figure, φιγούρα, ανθρώπινη μορφή, σιλουέτα, εμφάνιση
file, φάκελλος ταξινόμησης εγγράφων, ντοσιέ
filing, αρχειοθέτηση
final, τελικός
finally, τελικά
finance, χρηματοδοτώ
finance department, τμήμα οικονομικών
financial, οικονομικός
financial muscle, οικονομικός παράγοντας/οντότητα, «γερά» οικονομικά
financial people, οι εργαζόμενοι στο οικονομικό τμήμα
financing, οικονομικά θέματα, χρηματοδότηση (επιχειρήσεως)
find my way through, βρίσκω άκρη σε
fine, πρόστιμο
finger, δάκτυλο (χεριού)
finish, τελείωμα, φινίρισμα

firm, εταιρεία, φήρμα
first class, πρώτης τάξης, άριστος
first-time user, πρωτάρης στη χρήση, που χρησιμοποιεί κάτι για πρώτη φορά
fit, αρμόζω, χωράω
fit (in), ταιριάζω
fit out, εφοδιάζω, επιπλώνω (γραφείο)
fix a date, κλείνω ραντεβού (προσωπικό)
fixed, καθορισμένος, συγκεκριμένος
flag, σημαία
flexible, ελαστικός, ευέλικτος, όχι απόλυτος
flight, πτήση
floppy disk, δισκέτα
fluency, ευχέρεια (λόγου), ευφράδεια
fluently, με ευφράδεια, με άνεση (στην ομιλία)
fluid, υγρό
correcting fluid, διορθωτικό υγρό
f.o.b (free on board), όρος που σημαίνει ότι οι τιμές συμπεριλαμβάνουν το κόστος και τα έξοδα μεταφοράς των εμπορευμάτων μέχρι και τη φόρτωσή τους στο λιμάνι προέλευσης
focal, σημαντικός, εστιακός
focus, εστιάζω/συγκεντρώνω (συνήθως την προσοχή)
fold, διπλώνω
folded arms, σταυρωμένα χέρια
follow, ακολουθώ
be followed up, ακολουθούμαι
following, παρακάτω, κατωτέρω
foolishly, ανόητα
for instance, για παράδειγμα
forbid, απαγορεύω
force, δύναμη, δυναμικό, ισχύς
forecasting, πρόβλεψη
forgery, πλαστογραφία
form, τρόπος, μέσον, μορφή, τύπος, φόρμα, έντυπο, σχηματίζω, σχηματίζομαι
application form, έντυπο αίτησης
in editorial form, σε εκδόσεις, σε μορφή εντύπου
in the form of, με τη μορφή (του)
format, (γενικό) σχέδιο, σχήμα
formalities, διατυπώσεις
forming, σχηματισμός
formula, τύπος, συνταγή, φόρμουλα
forthcoming, μελλοντικός
forward, προωθώ
fountain pen, στυλό μελάνης
frank, ειλικρινής
fraternity, οργάνωση, σωματείο

marketing fraternity, σωματείο/οργάνωση επιχειρηματιών
freedom, ελευθερία
freight, ναύλος
freighter, φορτηγό πλοίο, ναυλωτής/επιχειρηματίας φορτηγών πλοίων
frequency, συχνότητα
frontier, σύνορο
fuel oil, υγρά καύσιμα
fulfil/fulfill, εκπληρώνω
full, πλήρης
full board, πλήρης διατροφή (σε ξενοδοχεία κ.λπ.)
full range, πλήρης σειρά
function, λειτουργία, λειτουργώ, εργάζομαι
functional, λειτουργικός, χρήσιμος
funny, αστείος
furnished, επιπλωμένος
furniture, επίπλωση, τα έπιπλα
further, περαιτέρω, παραπάνω, επί πλέον
further details, περισσότερες λεπτομέρειες
furthermore, επιπλέον

G

gadget, μηχανικό επινόημα, μαραφέτι
gain, παίρνω, αποκτώ, κερδίζω
game, παιχνίδι
gap, χάσμα
gather, συλλέγω, συγκεντρώνω
general, γενικός
general belief, γενική πεποίθηση
general partner, συνεταιίρος που ευθύνεται απεριόριστα και «αλληλέγγυα» για τα χρέη της εταιρίας που συμμετέχει
generation, γενιά
get across the truth, «περνάω»/μεταδίδω την αλήθεια/το μήνυμα
get in touch with, έρχομαι σε επαφή με, επικοινωνώ με
get on (well) with someone, τα πάω καλά με κάποιον
get satisfaction, ικανοποιούμαι, μένω ικανοποιημένος/ευχαριστημένος
get used to (sth), συνηθίζω (κτ)
give a break, χαρίζω/παρέχω/δίνω ένα διάλειμμα
give ground, δίνω αφορμή/αιτία/λαβή
give sb a lift, παίρνω κάποιον στο αυτοκίνητό μου για να τον πάω κάπου

give myself an edge, τα βγάζω πέρα, βρίσκω άκρη
glad, ευχαριστημένος
glance, βλέμμα, ματιά
at a glance, με μια ματιά
globe, γη, υδρόγειος
gloomy, μελαγχολικός, σκυθρωπός
go across, διασχίζω
go into partnership, συνεταιρίζομαι
go through, περνάω, αντιμετωπίζω
go to the trouble of, μπαίνω στον κόπο να
go up, ανέρχομαι, αυξάνω
golden, χρυσός (επιθ.)
good, καλός
be good at, είμαι καλός σε (κάτι)
good order, καλή διάταξη
good-looking, εμφανίσιμος
goods, προϊόντα, εμπορεύματα, εμπόρευμα, αγαθά
gossip, κουτσομπολεύω
government, κυβέρνηση
gradually, σταδιακά
graduate, απόφοιτος
grant, παρέχω, χορηγώ, ικανοποιώ
graphics, γραφικές παραστάσεις
grateful, ευγνώμων
greenness, βλάστηση
greeting, προσφώνηση επιστολής
grossly, χονδροειδώς, κατάφωρα
growth, ανάπτυξη, αύξηση
new growth, νεοαναπτυσσόμενος
grumble, μεμψιμοιρία, παράπονο, γκρίνια
guarantee, εγγύηση, εγγυώμαι
guard, φρουρός, σκοπός
guide, ελέγχω, καθοδηγώ
guided tour, περιήγηση με συνοδό
guideline, καθοδήγηση

H

habit, συνήθεια
half board, ημιδιατροφή (σε ξενοδοχεία κ.λπ.)
handle, χειρίζομαι, διεκπεραιώνω, ελέγχω
handling, χειρισμός, χρήση, διεκπεραίωση
hang, κρεμώ
hang up, κλείνω (τηλ. γραμμή)
hardly, μετά βίας, σχεδόν καθόλου
hardware, υλικό, σύνολο μηχανημάτων H/Y
hat-stand, κρεμάστρα για καπέλα
hate, μισώ, απεχθάνομαι

have a dramatic effect, έχω «φοβερή» επίδραση
have in mind, έχω κατά νου, λαμβάνω υπόψη
head of the accounts department, διευθυντής λογιστηρίου
headed notepaper, έντυπο με την ταυτότητα της εταιρίας
heading, επωνυμία και διεύθυνση/ταυτότητα εταιρίας
letter-heading, έντυπο αλληλογραφίας με την ταυτότητα της επιχείρησης για την πρώτη σελίδα εμπορικών επιστολών
health, υγεία
hear from (someone), έχω νέα από (κάποιον)
hedgehog, σκαντζόχοιρος
hero, ήρωας
hidden, κρυμμένος
high, ψηλός, υψηλού επιπέδου
high-quality, εξαιρετική ποιότητα
high-ranking, με υψηλό βαθμό/θέση
high tech pitch, τεχνολογία υψηλού επιπέδου
highlight, επιλέγω, τονίζω, δίνω έμφαση σε
highly, πολύ, σε υψηλό βαθμό
highly featured, με χαρακτηριστικά υψηλής ποιότητας
hint, υπαινίσσομαι, υπονοώ
hire (someone), προσλαμβάνω (κάποιον) για συγκεκριμένο χρόνο ή έργο
for hire, ελεύθερος (για ταξί)
history, (το) ιστορικό, ιστορία
hold, κρατώ
be held, λαμβάνω χώρα, γίνομαι, διεξάγομαι
hold a conversation, έχω συζήτηση, συζητώ
hold a meeting, συγκαλώ συνέλευση
hold on, περιμένω, αναμένω στο ακουστικό
holder, κάτοχος, κομιστής
hole, τρύπα
hole punch, διατρητικό μηχάνημα
home repair, επισκευή στο σπίτι
home trade, εγχώριο εμπόριο
honest, έντιμος
honorably, τίμια, έντιμα
hour, ώρα
irregular hours, ακανόνιστο ωράριο
peak hours, ώρες αιχμής
the hours are long, οι ώρες είναι πολλές
huge, τεράστιος
humiliating, ταπεινωτικός, εξευτελιστικός
hurry, βιάζομαι, σπεύδω

idea, ιδέα

identical, όμοιος, ίδιος

identification, στοιχεία ταυτότητας

letter of identification, επιστολή που επιβεβαιώνει την ταυτότητα και την υπογραφή κατόχου πιστωτικής κάρτας

identity, ταυτότητα

ignore, αγνωώ

illegal, παράνομος

illicit, παράνομος

illustration, εικονογράφηση

imagine, φαντάζομαι

immediate, άμεσος, χωρίς καθυστέρηση, γρήγορος

immediately, αμέσως, χωρίς καθυστέρηση

immutable, αμετάβλητος, σταθερός

impact, συνέπεια, αποτέλεσμα, αντίκτυπος

imperfection, ατέλεια

implementation, πρακτική εφαρμογή

imponderable, αστάθμητος

import, εισαγωγή (εμπορεύματος)

import quotas, ποσοστώσεις/οροφές εισαγωγής

importer, εισαγωγέας

importance, σπουδαιότητα

impose, επιβάλλω

imposing, επιβλητικός

impress, εντυπωσιάζω, επηρεάζω

improve, βελτιώνω

improvement, βελτίωση

in advance, εκ των προτέρων

in case, σε περίπτωση που

in due course, εν ευθέτω χρόνω, όταν έρθει η ώρα, στον κατάλληλο χρόνο

in editorial form, σε εκδόσεις, σε μορφή εντύπου

in effect, κατά συνέπεια

in my opinion, κατά τη γνώμη μου

in no time, αμέσως, σε χρόνο μηδέν

in part, εν μέρει

in question, ο υπό συζήτηση, ο εν λόγω

in return of, σε ανταπόδοση

in spite of, παρά, παρά το γεγονός ότι

in the form of, με τη μορφή (του)

in the queue, στην ουρά, στη σειρά

inanimate, άψυχος

inappropriate, ακατάλληλος

incentive, κίνητρο

include, (συμ)περιλαμβάνω

income, εισόδημα, οικονομικά (ουσ.)

incoming post, εισερχόμενα (έγγραφα, επιστολές, κ.λπ.)

inconvenience, αναστάτωση, σύγχυση, ενόχληση, φασαρία, μπελάς

increase, αυξάνω, αυξάνομαι

indecision, αναποφασιστικότητα, δισταγμός

indicate, δηλώνω, δείχνω

indicator, αποδεικτικό στοιχείο, ένδειξη

individual, άτομο, ατομικός, ξεχωριστός

industrial, βιομηχανικός

industry, βιομηχανία

inexhaustible, ανεξάντλητος

inexpensive, με χαμηλό κόστος, μη δαπανηρός

inferior, κατώτερος

inflation, πληθωρισμός

influence, επηρεάζω, επιρροή, επίδραση

inform, πληροφορώ

information, πληροφορία, πληροφορίες

required information, απαιτούμενες/ζητούμενες πληροφορίες

initial, αρχικός

initiative, πρωτοβουλία

injury, τραυματισμός, βλάβη

ink, μελάνη/-vi

innovate, καινοτομώ, νεωτερίζω

innovation, καινοτομία, νεωτερισμός

innumerable, αναρίθμητος, αμέτρητος

input, είσοδος πληροφοριών στον υπολογιστή

inquiry/enquiry, ζήτηση πληροφοριών

insecurity, ανασφάλεια

insert, εισάγω, ενθέτω

insist (on), επιμένω (σε)

inspect, ελέγχω, επιθεωρώ

instalment, δόση

instant, παρών/τρέχων (μήνας, χρόνος, κ.λπ.)

instead of, αντί για

instruct, (καθ)οδηγώ, δίνω οδηγίες

instruction, οδηγία

instrument, έγγραφο, όργανο

insurance, ασφάλεια

insurance policy, ασφαλιστήριο, ασφαλιστικό συμβόλαιο

integrate, ενσωματώνω, εννοποιώ

intelligence, εξυπνάδα, νοημοσύνη

intelligent, ευφυής, εξυπνος, καλλιεργημένος

interact, αλληλοεπιδρώ

inter-com (inter-communication), σύστημα ενδοσυνεννόησης, εσωτερικό τηλεφωνικό σύστημα επικοινωνίας μεταξύ τμημάτων στο ίδιο κτίριο, ενδοεπικοινωνία

interest, (το) ενδιαφέρον, τόκος
be of interest to (sb.), παρουσιάζω ενδιαφέρον για κάποιον
take a keen interest in sth., δείχνω μεγάλο ενδιαφέρον για κάτι
interested, ενδιαφερόμενος
interference, ανάμειξη, επέμβαση
intermediary, μεσάζων/ενδιάμεσος, μεσίτης
intermediate, μεσάζων, ενδιάμεσος
international, διεθνής
interview, ραντεβού για συνέντευξη, παίρνω συνέντευξη
interviewer, αυτός που παίρνει συνέντευξη
in-tray, θήκη για εισερχόμενα (έγγραφα)
introduce, συστήνω, εισάγω
introduction, εισαγωγή, καθιέρωση, χρήση
invade, εισβάλλω, παραβιάζω
invalidate, ακυρώνω
invariably, συνεχώς, σταθερά
invest in, επενδύω
investment, επένδυση
invincible, αήττητος, ακατανίκητος
invoice, τιμολόγιο
involve, συμπεριλαμβάνω
be involved, έχω σχέση
be involved in/with, ασχολούμαι με
involvement, ανάμιξη
iron out, εξομαλύνω, επιλύω, εξαλείφω
irregularity, ανωμαλία
irrevocable, ανέκκλητος, οριστικός, αμετάκλητος
irrevocable letter of credit, ανέκκλητη εγγυητική/πιστωτική επιστολή
irritate, εκνευρίζω
irritating, εκνευριστικός
issue, έκδοση, εκδίδω
issuing office, γραφείο διεκπεραίωσης
item, είδος, κομμάτι, πράγμα

J

job, επάγγελμα, δουλειά
apply for a job, κάνω αίτηση για (να προσληφθώ) σε δουλειά
join, συμμετέχω, γίνομαι στέλεχος, συμπτράτω, συνεργάζομαι
join someone, συνοδεύω κάποιον
journalist, δημοσιογράφος
journey, ταξίδι
judge, κρίνω
junior, νεότερος

justify, φαίνομαι αντάξιος, δικαιώνω, δικαιολογώ

K

keen, οξύς, εξαιρετικής σημασίας
be keen on/to, μου αρέσει κάτι, θέλω κάτι πάρα πολύ
take a keen interest in sth., δείχνω μεγάλο ενδιαφέρον για κάτι
keep, φυλάσσω, κρατώ, διατηρώ
keep (+ing), συνεχίζω, εξακολουθώ
keep in mind, λαμβάνω υπόψη, έχω κατά νου, θυμάμαι
keep in touch, έρχομαι σε επαφή, επικοινωνώ
keep off, κρατιέμαι μακριά
keep sb busy, απασχολώ κάποιον
keep something in one side, βάζω/κρατώ κάτι στην άκρη
key, λύση, κλειδί, πλήκτρο
key factor, βασικός παράγων
key supplier, σημαντικός προμηθευτής
key tasks, σημαντικές εργασίες, κύρια καθήκοντα
keyboard, πληκτρολόγιο
kill, καταστρέφω, σκοτώνω
kilt, σκωτσέζικη φούστα
kind, ευγενικός, είδος
kiosk, κίосκι, περίπτερο
knock at, κτυπώ (πόρτα)
knock off, σχολάω (από τη δουλειά), τελειώνω την εργασία της ημέρας
knowledge, γνώση, γνώσεις
knowledgeable, γνώστης, ενήμερος, πληροφορημένος

L

labour, κόπος, εργασία
lack, έλλειψη
language, γλώσσα
body language, γλώσσα του σώματος
laser printing, εκτύπωση με (ακτίνες) λέιζερ
last, διαρκώ, τελευταίος
last but not least, τελευταίο αλλά εξίσου σημαντικό
lasting, διαρκής
law, νόμος, αρχή, κανόνας
lawful, νόμιμος
leader, αρχηγός, οδηγός
market leader, πρωτοπόρος στην αγορά
lead to, οδηγώ σε
least, ελάχιστος

legal, νόμιμος, θεμιτός
legal responsibilities, νομικές ευθύνες
legality, νομιμότητα
legislation, νομοθεσία
length, μήκος, μέγεθος
let one know, γνωστοποιώ σε κάποιον, ενημερώνω κάποιον
letter, γράμμα, επιστολή
letter-heading, έντυπο αλληλογραφίας με την ταυτότητα της επιχείρησης για την πρώτη σειρά εμπορικών επιστολών
letter of credit (L/c, LC.), πίστωση, πιστωτική επιστολή
body of the letter, κύριο θέμα επιστολής
business letter, εμπορική αλληλογραφία/επιστολή
direct mail letter, διαφημιστική ενημερωτική επιστολή
level, επίπεδο, στάθμη, φάση
liability, ευθύνη (νομ.), υπαιτιότητα
library, βιβλιοθήκη (συλλογή βιβλίων, δωμάτιο βιβλιοθήκης)
licence, άδεια
licensee, ο κάτοχος άδειας, νόμιμος εκπρόσωπος
lie, βρίσκομαι
lifestyle, τρόπος ζωής
lifetime, διάρκεια ζωής, ζωή
lift, ανελκυστήρας, ασανσέρ, σηκώνω
give sb a lift, παίρνω κάποιον με το αυτοκίνητό μου
light, φως, ελαφρύς
well-lighted (well-lit), με καλό φωτισμό
likelihood, πιθανότητα
likely, πιθανόν, πιθανώς
limit, όριο
limitation, περιορισμός
limited, περιορισμένος
limited partner, συνεταιρς που ευθύνεται μέχρι του ποσού της συνεισφοράς του στην εταιρία που συμμετέχει
line, γραμμή, σειρά εμπορευμάτων
be on line, περιμένω σε τηλεφωνική γραμμή (να μιλήσω σε κάποιον)
on the right lines, στα σωστά πλαίσια, με σωστό αριθμό αράδων
opening lines, γραμμές προλόγου/αρχής επιστολής
product line, σειρά ομοίων εμπορευμάτων

subject line, θέμα, γραμμή θέματος (σε επιστολές κ.λπ.)
link, συνδέω
list, κατάλογος, αναγράφω τιμή σε τιμολόγιο, χρεώνω, καταγράφω/εγγράφω σε κατάσταση
price list, τιμοκατάλογος
literate, εγγράμματος, ικανός στη γλώσσα
literature, έντυπα (διαφημιστικά κ.λπ.)
sales literature, διαφημιστικό υλικό
lively, ζωντανός
load, τροφοδοτώ, φορτώνω
loading, φόρτωση
local, τοπικός, εγχώριος
locate, εντοπίζω, επισημαίνω, εξακριβώνω
location, τοποθεσία, περιοχή
logic, λογική, σκεπτικό, τρόπος σκέψης
long-term, μακροπρόθεσμος
loo, τουαλέτα (αποχωρητήριο)
look for, ψάχνω, ζητώ
look forward to, περιμένω ανυπόμονα, προσμένω, προσδοκώ
look into, εξετάζω
look into the matter, μελετώ/εξετάζω το θέμα
look through, ξεφυλλίζω, ψάχνω (σε βιβλίο)
look up, ψάχνω (σε ευρετήριο, λεξικό, κ.λπ.)
loss, απώλεια
loud speaker, ηχείο, megάφωνο
low, χαμηλός, μικρός
loyal, πιστός
loyalty, εμπιστοσύνη
luck, τύχη
lucky, τυχερός
lucky you, πολύ τυχερός είσαι..., τυχεράκια...
luggage, αποσκευές
lush, οργασμικός, πολυούσιος

M

machine, μηχανήμα, μηχανή, συσκευή
automatic ticket machine, αυτόματη μηχανή έκδοσης εισιτηρίων
machinery, μηχανήματα
madam, κύρια (χρησιμοποιούμε την προσφώνηση «Dear Madam» ανεξάρτητα αν πρόκειται για κυρίες ή δεσποινίδες, εκτός αν αναφέρουμε και το επώνυμο οπότε γράφουμε "Dear Miss/Mrs+Surname")
mail, επιστολή, ταχυδρομείο, υλικό για ταχυδρόμηση
by mail, ταχυδρομικώς

direct mail letter, διαφημιστική ενημερωτική επιστολή
mainframe, μεγάλα υπολογιστικά συστήματα
mainly, κυρίως
maintain, επιμένω, ισχυρίζομαι, διατηρώ, συντηρώ
maintenance, συντήρηση, διατήρηση
major, σημαντικός, σπουδαίος
make, γίνομαι, κάνω
be made up, στελεχώνομαι, συγκροτούμαι, αποτελούμαι
make a decision, παίρνω/λαμβάνω μια απόφαση
make a hit with, έχω εντυπωσιακή επιτυχία, κάνω πάταγο
make a mistake, κάνω λάθος
make an appointment, κλείνω ραντεβού
make known, γνωστοποιώ, καθιστώ γνωστό
make my way to, κατευθύνομαι προς
make plans, κάνω σχέδια, προγραμματίζω
make someone feel at home, κάνω κάποιον να αισθάνεται σαν στο σπίτι του/άνετα
make sure, σιγουρεύω, εξασφαλίζω
make the arrangements, προγραμματίζω, οργανώνω, διευθετώ, τακτοποιώ
make the most of sth., εκμεταλλεύομαι στο έπακρον/όσο καλύτερα μπορώ (κάτι)
manageable, εύχρηστος, εύκολος
management, διεύθυνση, διαχείριση, διοίκηση
product management, διαχείριση προϊόντος
senior management, γενική/ανωτέρα διεύθυνση
manager, διευθυντής
marketing manager, διευθυντής μάρκετινγκ
office manager, προϊστάμενος γραφείου
personnel manager, διευθυντής προσωπικού
sales manager, διευθυντής πωλήσεων
managerial, διευθυντικός, διοικητικός
Managing Director, Γενικός Διευθυντής
manipulate, χειρίζομαι
manner, τρόπος (συμπεριφοράς)
manufacture, παράγω, κατασκευάζω (βιομηχανικά προϊόντα)
manufacturer, κατασκευαστής, βιομήχανος
mark, μαρκάρω, σημαδεύω, γράφω σημεία/σημάδια
market, αγορά, εμπορεύομαι
market leader, πρωτοπόρος στην αγορά
market price, αγοραία τιμή, τρέχουσα τιμή

εμπορεύματος
black market, μαύρη αγορά
fringe market, αγορά προϊόντων συσκευασίας
grey market, υπερτίμηση, ανατίμηση
open market, ελεύθερη αγορά
marketability, καταλληλότητα προϊόντος για να κυκλοφορήσει στην αγορά
marketable, εμπορεύσιμος, κατάλληλος προς πώληση
marketer, επιχειρηματίας, έμπορος
marketing, τεχνική εμπορίας, εμπορική συναλλαγή, μάρκετινγκ, διαδικασία της προώθησης των αγαθών στην αγορά
marketing director, διευθυντής μάρκετινγκ
marketing fraternity, σωματείο/οργάνωση επιχειρηματιών
marketing jobs, εμπορικές εργασίες
marketing manager, διευθυντής μάρκετινγκ
marketing tool, μέσον/όργανο μάρκετινγκ, μέσον προσέλευσης (του πελάτη) στο εμπόριο
direct marketing, άμεση διαφήμιση προϊόντος
telephone marketing, προώθηση/διαφήμιση προϊόντος μέσω τηλεφώνου
marks and numbers, σημεία και αριθμοί (που αναγράφονται σε κιβώτια συσκευασίας) αντί ολοκλήρης της επωνυμίας μιας εταιρίας
mass media, μέσα μαζικής ενημέρωσης
master, κατέχω, γνωρίζω τέλεια
it is mastered, έχει κατανοηθεί τέλεια, είναι οργανωμένο τέλεια
material, υλικό
raw material, πρώτες ύλες, ακατέργαστο υλικό
matter, θέμα, ζήτημα
look into the matter, μελετώ/εξετάζω το θέμα
no matter how, ανεξάρτητα από, άσχετα με
subject matter, κυρίως θέμα
mature, παλιός, γνωστός, ώριμος, που έχει επικρατήσει
mean to, σκοπεύω να, σκέφτομαι να
meaningless, χωρίς περιεχόμενο/νόημα
means, μέσον
meanwhile, στο μεταξύ
measure, μετρώ, υπολογίζω
mechanism, μηχανισμός
media (ενικ. medium), μέσα (ενημέρωσης)
media bookings, καταχωρήσεις στα μέσα ενημέρωσης, «κρατήσεις» για διαφήμιση στα μέσα ενημέρωσης

medicine, ιατρική
meet with approval, αντιμετωπίζω θετικά, επιδοκιμάζω
memo/memorandum (plur. -da), υπενθυμητικό σημείωμα, υπόμνημα
memorable, αξέχαστος, αξιομνημόνευτος
memorial, μνημείο
memorise, απομνημονεύω
memory, μνήμη
mention, σημειώνω, αναφέρω
merchandise, εμπορευόμενος έμπορος
merely, απλώς, μόνο
message, μήνυμα
personal message form, έντυπο για προσωπικές σημειώσεις, σημείωμα
take a message, κρατώ/παίρνω μήνυμα/σημείωμα
meticulous, σχολαστικός, λεπτολόγος
micro/microcomputer, μικροϋπολογιστής
mind, νους, σκέψη
have/keep in mind, έχω κατά νου, λαμβάνω υπόψη, θυμάμαι
it crosses one's mind, περνά από το μυαλό κάποιου
minefield, ναρκοπέδιο
ministry, υπουργείο
misinform, παραπληροφορώ, παραπλανώ
mislead, εξαπατώ, παραπλανώ
miss something, μου διαφεύγει κάτι
mistake, λάθος
make a mistake, κάνω λάθος
mix, μείγμα, συνδυασμός
be mixed, ανακατεύομαι, μπερδεύομαι
modern, σύγχρονος, μοντέρνος
modest, ήπιος, μετριοπαθής
moment, στιγμή
at that very moment, εκείνη ακριβώς τη στιγμή
monitor, όργανο παρακολούθησης και ελέγχου, μόνιτορ, οθόνη, χειρίζομαι, ελέγχω ή παρακολουθώ (λειτουργία μηχανήματος σε οθόνη), επιμελούμαι
monthly, μηνιαίος, μηνιαία
more or less, πάνω-κάτω, περίπου, κατά το μάλλον ή ήττον
motivate, παρακινώ, κινητοποιώ, δίνω έναυσμα
motivational research, έρευνα κινήτρων (για την αγορά προϊόντος)
move, κίνηση

move around, τριγυρίζω, περιφέρομαι
multiple, πολλαπλός, πολλών ειδών
mutual, αμοιβαίος
myth, μύθος

N

naive, αφελής
NPD (new product development), ανάπτυξη καινούργιου προϊόντος
nature, φύση
necessary, αναγκαίος, απαραίτητος
negatively, αρνητικά
negotiable, διαπραγματεύσιμος, συζητήσιμος
negotiate, διαπραγματεύομαι
net, καθαρός (για βάρος και τιμές), αμιγής
network, δίκτυο
be networked, αποτελώ δίκτυο, συνδέομαι
networking, δίκτυο επεξεργασίας
new growth, νεοαναπτυσσόμενος
newsagent, πράκτορας εφημερίδων
no matter how, ανεξάρτητα από, άσχετα με
no wonder, δεν είναι να απορεί κανείς, χωρίς αμφιβολία
non-communicative, συγκρατημένος, μη διαχυτικός
notable, αξιοσημείωτος
note, σημείωμα
note-pad, σημειωματάριο, μπλοκ σημειώσεων
notepaper, επιστολόχαρτο, χαρτί αλληλογραφίας
headed notepaper, έντυπο με την ταυτότητα (δηλ. τα στοιχεία της εταιρίας), χαρτί με επικεφαλίδα
notice, ανακοίνωση
notice board, πίνακας ανακοινώσεων
notify, γνωστοποιώ, κοινοποιώ
novelty, καινοτομία
number, αριθμός
extension number, εσωτερικός αριθμός/ γραμμή (τηλεφώνου)
numerate, ικανός στα μαθηματικά/υπολογισμούς
numerous, πολυάριθμος

O

obedient, υπάκουος
objective, αντικειμενικός σκοπός, στόχος, αντικειμενικός

oblige, υποχρεώνω
obliged, υποχρεωμένος, υπόχρεος
observe, παρατηρώ, διαπιστώνω
obtain, εξασφαλίζω, παίρνω
obvious, φανερός
obviously, προφανώς, φανερά
occasionally, περιστασιακά, από καιρού εις καιρόν
offer, προσφορά, προσφέρω
special offer, ειδική προσφορά
office, γραφείο
office manager, προϊστάμενος γραφείου
office supplies, εφοδιασμός γραφείου
officer, ανώτατος υπάλληλος
official, υπηρεσιακός, υπάλληλος, εκτελεστικό στέλεχος, επίσημος
officially, επίσημα
omnipotent, παντοδύναμος
on behalf of, για λογαριασμό του
on condition that, με τον όρο ότι
on foot, με τα πόδια, πεζή
on request, εφόσον ζητηθεί
on/en route, κατά την πορεία, καθ' οδόν
on the basis, με βάση, βάσει (του/της)
on the contrary, αντιθέτως, κάθε άλλο
on the right lines, στα σωστά πλαίσια/μεγέθη
once, άπαξ και, εφόσον, από τη στιγμή που
open account, ανοικτός λογαριασμός
open L/c, πίστωση άνευ ειδικών όρων
opening lines, γραμμές προλόγου/αρχής κειμένου
opening paragraph, εισαγωγική παράγραφος, άνοιγμα, πρόλογος
operate, χειρίζομαι/χρησιμοποιώ (μηχάνημα)
operation, χειρισμός, λειτουργία
operator, χειριστής (μηχανήματος ή συσκευής), τηλεφωνητής
opinion, γνώμη, άποψη
in my opinion, κατά τη γνώμη μου
opportunity, ευκαιρία
opposed, αντίθετος
as opposed to, αντίθετα με, σε αντίθεση με
optional, προαιρετικός
order, σειρά, διάταξη, παραγγελία, διαταγή, παραγγέλλω, δίνω παραγγελία
be out of order, δεν λειτουργώ (για μηχανήμα)
book an order, κλείνω παραγγελία
good order, καλή διάταξη

place an order with (someone), δίνω παραγγελία σε (κάποιον)
take orders, παίρνω διαταγές
trial order, δοκιμαστική παραγγελία
organisation, οργανισμός
organise, οργανώνω
origin, προέλευση
original, αρχικός, πρωτότυπος
otherwise, διαφορετικά
out of order, χαλασμένος, «δεν λειτουργεί» (για τηλέφωνο, μηχανήμα, κ.λπ.)
outdoor advertising, διαφήμιση σε εξωτερικό χώρο
outgoing post, εξερχόμενα (έγγραφα, επιστολές, κ.λπ.)
outlive, επιζώ
outsider, ξένος, ο απ' έξω, τρίτος
overall, συνολικός, γενικός
overall running, γενική διαχείριση
overcome, ξεπερνώ, αντεπεξέρχομαι
overdue, καθυστερημένος, ληξιπρόθεσμος
considerably overdue, εκπρόθεσμος εδώ και πολύ καιρό
overestimate, υπερεκτιμώ
overlook, παραβλέπω
overseas, στο εξωτερικό
owner, ιδιοκτήτης

P

p.c. (personal/pocket computer), ατομικός υπολογιστής/υπολογιστής τσέπης
p.p. (per pro), α.α. (αντ' αυτού)
P.R. (public relations), δημόσιες σχέσεις
pack, συσκευάζω
package, πακέτο
benefits package, (τα) οφέλη, «πακέτο» από οφέλη
packaging, συσκευασία
packer, συσκευαστής
packing, συσκευασία
pre-packing, συσκευασία προϊόντων πριν από τη διάθεσή τους στην αγορά
pale, παλ, όχι έντονος, αχνός, ξεθωριασμένος
paper, χαρτί
paper-clip, συνδετήρας
carbon paper, καρμπόν (ειδικό χαρτί διαποτισμένο με χρώμα για την αποτύπωση αντιγράφων)

copy paper, λεπτό χαρτί για αντίγραφο κάτω από καρμπόν
paper knife, χαρτοκόπτης
plain paper, λευκό χαρτί, χαρτί χωρίς γραμμές
paragraph, παράγραφος
opening paragraph, εισαγωγική παράγραφος, άνοιγμα κειμένου, πρόλογος
parcel, δέμα
parent company, μητρική εταιρία
part, τμήμα, μέρος
in part, εν μέρει
particular, ιδιαίτερος, ορισμένος, μοναδικός συγκεκριμένος
particularly, εξαιρετικά, ειδικά, ιδιαίτερα
partition, χώρισμα
partner, συνεταιίρος
general partner, συνεταιίρος που ευθύνεται απεριόριστα και «αλληλέγγυα» για τα χρέη της εταιρίας που συμμετέχει
limited partner, συνεταιίρος που ευθύνεται μέχρι του ποσού της συνεισφοράς του στην εταιρία που συμμετέχει
partnership, συνεργασία, συνεταιρισμός
go into partnership, συνεταιρίζομαι, γίνομαι συνεταιίρος
party, κόμμα (πολ.)
pass (something) on to someone, προωθώ/μεταβιβάζω (κάτι) (χέρι με χέρι) σε άλλον
passenger, επιβάτης
passive role, παθητικός ρόλος
passport, διαβατήριο
patient, υπομονετικός
pattern, δείγμα, υπόδειγμα, πρότυπο
pavement, πεζοδρόμιο
pay a visit, επισκέπτομαι, κάνω επίσκεψη
pay off, εξοφλώ
pay phone, κερματοδέκτης (τηλ.)
payable, πληρωτέος
payment, πληρωμή, εξόφληση, εκπλήρωση χρηματ. υποχρέωσης
against payment, επί πληρωμή, με την εξόφληση
peaceful, ειρηνικός, ήρεμος
peak hours, ώρες αιχμής
peak selling season, εποχή που οι πωλήσεις βρίσκονται σε αιχμή
pen, στυλό
ball-point pen, στυλό διαρκείας
fountain pen, στυλό μελάνης

pencil, μολύβι
pencil sharpener, ξύστρα
penknife, σουγιάς
people from all walks of life, άνθρωποι από όλα τα κοινωνικά στρώματα
per, ανά, κατά
percentage, ποσοστιαία αναλογία
perfection, τελειότητα
perform, εκτελώ, εκπληρώνω, διεκπεραιώνω, επιτελώ
performance, λειτουργία, απόδοση, εκτέλεση, εκπλήρωση, επίτευγμα, θεατρική παράσταση
permit, δίνω τη δυνατότητα, επιτρέπω, δίνω άδεια, άδεια (που χορηγείται από τις αρχές)
personal, προσωπικός
personal computer, ατομικός υπολογιστής
personal message form, έντυπο για προσωπικές σημειώσεις, σημείωμα
personnel, (το) προσωπικό (εταιρίας, καταστήματος κ.λπ.)
personnel manager, διευθυντής προσωπικού
persuade, πειθώ
persuader, που μπορεί να πείθει
persuasive, πειστικός
philosophical, φιλοσοφικός
phone, τηλέφωνο
phone book, τηλεφωνικός κατάλογος
phone box, τηλεφωνικός θάλαμος
phonecard, κάρτα τηλεφώνου, τηλεκάρτα
phone-call, τηλεφώνημα, τηλεφωνική κλήση
card phone, καρτοτηλέφωνο
pay phone, κερματοδέκτης
photocopier, φωτοτυπικό μηχάνημα
physics, φυσική
pick up (the receiver), σηκώνω το ακουστικό
piece, κομμάτι, τόπι (για τα υφάσματα)
pin, καρφιστώνω, καρφίτσα
pitch, επίπεδο, βαθμός, εκτίναξη
high tech pitch, επιτεύγματα υψηλής τεχνολογίας
pitfall, σφάλμα, παγίδα
place, τοποθετώ, θέτω, επιβάλλω
place an order with (someone), δίνω/αναθέτω παραγγελία σε (κάποιον)
plan, σχέδιο, σχεδιάζω
make plans, κάνω σχέδια, προγραμματίζω
planet, πλανήτης
planning, πρόγραμμα, προγραμματισμός, σχεδιασμός

platform, χώρος, πεδίο, πλατφόρμα
pleasant, ευχάριστος
pleasantly, ευχάριστα
pleasure, απόλαυση, ευχαρίστηση
pluck, τραβώ απότομα, αποσπώ
be plucked from the air, είμαι άσχετος/ουρα-
νοκατέβατος
plug into, βουλώνω
be plugged into, εφαρμόζομαι
plus, συν, επιπλέον, πλεονέκτημα
pocket computer, κομπιούτερ τσέπης
point, σημείο
come to the point, μπαίνω στο θέμα
point out, υποδεικνύω, τονίζω, δίνω έμφαση
point to, τονίζω, επισημαίνω
policy, ασφαλιστήριο, συμβόλαιο, τακτική, πο-
λιτική
insurance policy, ασφαλιστικό συμβόλαιο,
ασφαλιστήριο
polite, ευγενικός
portable, φορητός
pose, ποζάρω, πόζα, στάση
poser, αυτός που ποζάρει, μοντέλο
position, στάση, θέση
positioning, τοποθέτηση
possessions, ιδιοκτησία, περιουσία
take possession of (sth), γίνομαι κάτοχος
post, πόστο, θέση, ταχυδρομείο, ταχυδρόμηση
by return of post, με το επόμενο ταχυδρο-
μείο, αμέσως
ingoing post, εισερχόμενα (έγγραφα, επιστο-
λές, κ.λπ.)
outgoing post, εξερχόμενα (έγγραφα, επιστο-
λές, κ.λπ.)
post room clerk, υπάλληλος υπεύθυνος για
την διανομή και προώθηση της αλληλογραφίας
(επιχείρησης, κ.λπ.)
postscript (P.S.), υστερόγραφο
potent, δυναμικός
potential, πιθανός, υποψήφιος, δυνατός, δυ-
νατότητα, που μπορεί να γίνει
power, δύναμη, ισχύς, δυνατότητα
powerful, ισχυρός, δυνατός
practical, πρακτικός
practice, εφαρμογή, τεχνική, μέθοδος
practise, εξασκώ
practitioner, επαγγελματίας, (ο) ασκών επάγ-
γελμα
praise, επαινώ

precept, αρχή, κανόνας
precise, ακριβής
predictable, προβλέψιμος, ευπρόβλεπτος
prefer, προτιμώ
preferable, προτιμητέος
prejudiced, προκατειλημμένος
prepared, προετοιμασμένος
present, το παρόν, παρών
for the present, προς το παρόν
presentation, παρουσίαση
self-presentation, αυτοπαρουσίαση
presenter, παρουσιαστής
press, τύπος, εφημερίδες, περιοδικά, πιέζω,
τυπώνω
pretty (+adj.), αρκετά, πολύ
pretty fast, πολύ γρήγορος
previous, προηγούμενος
price, τιμή, κόστος
price freeze, πάγωμα τιμών
price list, τιμοκατάλογος
bid price, τιμή προσφοράς συμμετέχοντος σε
διαγωνισμό
marked price, η τιμή που αναγράφεται πάνω
στα προϊόντα
market price, αγοραία τιμή, τρέχουσα τιμή
εμπορεύματος
mean/middle price, ενδιάμεση τιμή
offered price, προσφερόμενη τιμή
total price, ολική τιμή
unit price, τιμή μονάδας
primary, πρωτεύων, πρωταρχικός
of primary importance, πρωταρχικής σημασίας
prime, κύριος, πρωτεύων, βασικός, πρωταρ-
χικός
principal, διευθυντής (σχολείου, κολεγίου,
κλπ.)
principle, αρχή, κανόνας, νόμος
print, (εκ)τυπώνω, εκτύπωση, τύπωμα
printer, τυπογράφος, εκτυπωτής
printing, εκτύπωση
laser printing, εκτύπωση με (ακτίνες) λέιζερ
prior to, πριν από
priority, προτεραιότητα
privacy, ιδιωτική ζωή, εκούσια απομόνωση
private, ιδιωτικός
private secretary, ιδιαίτερα γραμματέας
pro-forma invoice, προτιμολόγιο (που δίνει
τη δυνατότητα στον πελάτη να δει πόσο θα
κοστίσει μια παραλαβή εμπορευμάτων, και να

τακτοποιήσει την εξόφληση του λογαριασμού μέσω τράπεζας)
proceed with, συνεχίζω, προχωρώ
process, πορεία, διαδικασία, διεργασία, επεξεργασία
the telephoning process, η διαδικασία τηλεφωνικής επικοινωνίας
product, προϊόν
product line, σειρά ομοίων εμπορευμάτων
product management, διαχείριση προϊόντος
production, παραγωγή
be in production, παράγομαι, βρίσκομαι στην παραγωγή
production department, τμήμα παραγωγής
productivity, παραγωγικότητα, αποδοτικότητα
profession, επάγγελμα
professional, επαγγελματικός
professional people, επαγγελματίες
professionalism, επαγγελματισμός
profit, κέρδος, ωφέλεια
programme, πρόγραμμα, προγραμματίζω
programmer, προγραμματιστής
progressive, προοδευτικός
project, σχέδιο, πρόγραμμα, μελέτη
promise, υπόσχεση, υπόσχομαι
promote, προωθώ (προϊόντα)
promoter, ο προωθών κάτι
promotion, προώθηση (ιδέας, σχεδίου, πώλησης προϊόντος, κ.λπ.), προαγωγή, διαφήμιση
promotional, προωθητικός
promotional activities, ενέργειες προώθησης
prompt, άμεσος, γρήγορος, ταχύς, παρακινώ, προτρέπω
properly, όπως πρέπει σωστά, κατάλληλα, ορθά
property, περιουσία, αγαθά
propose, προτείνω
proprietor, ιδιοκτήτης
prospect, προοπτική/πιθανότητα εξέλιξης των πραγμάτων
prospective, προσδοκώμενος, προφανής
prove, αποδεικνύω/-ομαι
provide, παρέχω, παραχωρώ, δημιουργώ, προμηθεύω
provide a right, δίνω/παρέχω το δικαίωμα
provided that, με την προϋπόθεση/τον όρο ότι
provoke, προκαλώ
p.s. (postscript), υστερόγραφο
psychology, ψυχολογία
public, δημόσιος, το κοινό

public relations, δημόσιες σχέσεις
public sector, δημόσιος τομέας
the public interest, το ενδιαφέρον του κοινού
publicity, δημοσιότητα, διαφήμιση
punch, διατρυπή, ανοίγω/κάνω τρύπα
hole punch, διατρητικό μηχάνημα
puppet, μαριονέτα, κούκλα
purchase, αγοραπωλησία, αγοράζω
repeat purchasing, επαναλαμβανόμενες/ συχνές αγορές
purpose, σκοπός, πρόθεση
put, τοποθετώ, βάζω, εκθέτω
you won't put anything over on me, δεν μου τη σκας, δεν τα «χάφτω» εγώ αυτά, δεν με εξαπατάς
put down, κατεβάζω, αφήνω κάτω
put off, αναβάλλω
put one through, δίνω τηλεφωνική γραμμή σε κάποιον, συνδέω
put out of sight, εξαφανίζω, κρύβω
put (someone) into trouble, βάζω κάποιον σε μπελά
put (someone) through (to), συνδέω (κάποιον) στο τηλέφωνο (με)

Q

quadruplicate, τετραπλός
qualification, (τυπικό) προσόν
qualified, που διαθέτει τα προσόντα, ικανός, διπλωματούχος
quality, ποιότητα, είδος
high-quality, εξαιρετική ποιότητα
quantity, ποσότητα
quarterly, τριμηνιαίος, ανά τρίμηνο
question, ερώτηση
in question, ο υπό συζήτηση, ο εν λόγω
queue, σειρά αναμονής, ουρά, περιμένω στη σειρά/ουρά
queue up, περιμένω στη σειρά/ουρά, μπαίνω στην ουρά
in the queue, στην ουρά, στη σειρά
jump the queue, παραβιάζω την ουρά/σειρά
quota (quotations), τρέχουσες τιμές, αναλογία/ποσοστιαία διανομή (αδειών εισαγωγής ή εξαγωγής)
quote, προσφέρω/ορίζω (τρέχουσες) τιμές

R

raise, αυξάνω

raise money, εισπράττω/σηκώνω χρήματα (από τράπεζα)
range, σειρά (ομοίων αντικειμένων)
complete/full range, πλήρης/ολόκληρη σειρά
rapidly, ραγδαία
rarely, σπάνια
rate, τιμή, κοστολόγηση, αναλογία
raw material, πρώτες ύλες, ακατέργαστο υλικό
reach, φθάνω, προσεγγίζω, προσέγγιση
within easy reach, πάρα πολύ κοντά
reaction, αντίδραση
reader, αναγνώστης
catch the reader, τραβώ/ελκύω το ενδιαφέρον του αναγνώστη
readily, αμέσως
ready to help, πρόθυμος να βοηθήσω
realise (realize), αντιλαμβάνομαι, αναγνωρίζω
reality, πραγματικότητα
reason, λόγος, αιτία
reasonable, λογικός
reassure, εξασφαλίζω, καθησυχάζω
recall, φέρνω στη μνήμη
receipt, παραλαβή
be in receipt of, (παρα)λαμβάνω
upon receipt, με την παραλαβή, μόλις παραλάβουμε/παραλάβουμε
receive, παίρνω, (παρα)λαμβάνω, παίρνω/ λαμβάνω μήνυμα
receiver, παραλήπτης, ακουστικό τηλεφώνου
recent, πρόσφατος
receptionist, υπάλληλος υποδοχής, ρεσεψιονίστ, ο επί της υποδοχής
recipe, συνταγή
recognise, αναγνωρίζω, παραδέχομαι
recognition, αναγνώριση
recommend, συστήνω
record, καταγράφω, καταχωρώ, εγγράφω, καταχώρηση, μητρώο, φάκελος, αρχείο, καταγραφή, κρατώ πρακτικά/μητρώο
redial, ξανακαλώ
reduce, μειώνω, ελαττώνω
reduction, έκπτωση
redundant, περιττός, πλεονάζων
reengineering, αναδιοργάνωση
refer (to), αναφέρομαι (σε)
refer a dispute to arbitration, παραπέμπω μία διαφορά σε διαιτησία
referee, αυτός που δίνει συστάσεις για κάποιον άλλο εμπιστευτικά, εγγυητής

reference, αναφορά, συστάσεις
with reference to, αναφορικά με, όσον αφορά (σε)
refine, καθαρίζω, καθαρίζομαι, εξευγενίζω
be refined, βελτιώνομαι
reflection, συνέπεια, αντανάκλαση
refund, επιστροφή χρημάτων
refundable, επιστρεπτέος, που μπορεί να επιστραφεί (για χρήματα)
refuse, αρνούμαι, δεν αποδέχομαι
regard, θεωρώ, κρίνω
regarding, αναφορικά με
regardless of, άσχετα από
regime, καθεστώς, θεσμός
register, καταγράφω, καταχωρίζω
regret, λυπάμαι, μετανιώ
regular, κανονικός, ομαλός
regulation, κανονισμός, όρος
participation regulations, όροι συμμετοχής
rejoining, συνένωση, επανένωση
relate, έχω σχέση με, σχετίζω, σχετίζομαι
relation, σχέση
public relations, δημόσιες σχέσεις
relationship, σχέση
relax, χαλαρώνω
relaxation, χαλάρωση, ξεκούραση
relaxed, ήρεμος, χαλαρωμένος
relevant, σχετικός
reliability, αξιοπιστία
reliable, αξιόπιστος
relieve, ανακουφίζω
rely on, βασίζομαι σε, εμπιστεύομαι
remain, παραμένω, διατελώ
remarkably, αξιοσημείωτα
remind, υπενθυμίζω
remit, εμβάζω (ποσό χρημάτων)
remittance, έμβασμα
remuneration package, πλήθος / «πακέτο» από οφέλη
renowned, ξακουστός, περίφημος
rental period, χρονική περίοδος μισθώματος
repair, επισκευάζω, επισκευή
repay, εξοφλώ
repeat, επαναλαμβάνω, επαναλαμβανόμενος
repeat purchasing, επαναλαμβανόμενες/συνήθεις αγορές
repeatedly, επανειλημμένα
repetitive, γεμάτος επαναλήψεις, επαναλαμβανόμενος

replace, επανατοποθετώ
replanning, επανασχεδιασμός, ανασύσταση
reply, απάντηση, απαντώ
report, αναφορά, πόρισμα, φήμη
report to, αναφέρομαι σε
reporting, αναφορά
representative, αντιπρόσωπος
sales representative, αντιπρόσωπος πωλήσεων
reputation, υπόληψη, φήμη
request, ζήτηση, απαίτηση, ζητώ, απαιτώ
at his request, σύμφωνα με το κάλεσμά του, όπως το ζήτησε
on request, εφόσον ζητηθεί
require, ζητώ, απαιτώ
required information, απαιτούμενες/ζητούμενες πληροφορίες
requirement, απαίτηση, ζήτηση
research, έρευνα
researcher, ερευνητής
resemblance, ομοιότητα
to bear a close resemblance, έχω μεγάλη/φοβερή ομοιότητα
reservation, κράτηση θέσης
reshape, ανασχηματίζω
resident (disk), εσωτερική/ενσωματωμένη (δίσκός)
resort, θέρετρο, τουριστικό κέντρο, τόπος αναψυχής
respect, σεβασμός, αφορώ, ενδιαφέρομαι
with respect to, αναφορικά με
respond to, ανταποκρίνομαι σε
response, απόκριση, απάντηση
responsibility, ευθύνη, υπευθυνότητα, καθήκον, πρωτοβουλία
legal responsibility, νομική ευθύνη
take on responsibility, αναλαμβάνω ευθύνη
responsible, υπεύθυνος
be responsible for, είμαι υπεύθυνος για
be responsible to, είμαι υπόλογος σε
rest with, εναπόκειται/επαφίεται σε
restoration, απόδοση, επιστροφή, αποκατάσταση
restrict, περιορίζω
restriction, περιορισμός, όριο
result, αποτέλεσμα
result in, καταλήγω σε, έχω σαν αποτέλεσμα
retail stores, καταστήματα λιανικής πώλησης
retailer, έμπορος λιανικής πώλησης

retailing, λιανική πώληση
retain, κρατώ, διατηρώ
retaliate, εκδικούμαι
retention, διατήρηση
return, επιστρέφω, επιστροφή, κέρδη, έσοδα
by return (of post), με το επόμενο ταχυδρομείο, αμέσως
in return of, σε ανταπόδοση
short and long-term returns, βραχυπρόθεσμα και μακροπρόθεσμα κέρδη
reverse, αντίστροφα όψη/πλευρά
revocable L/c, ανακλητή πίστωση
revoke, ανακαλώ
revolve, περιστρέφομαι
revolving, ανανεούμενος αυτομάτως
revolving L/c, επιστροφική ανανεούμενη αυτομάτως πίστωση
reward, ανταμοιβή, επιβράβευση, ικανοποίηση, ανταμείβω, επιβραβεύω
right, δικαίωμα
ring, καλώ τηλεφωνικώς, τηλεφωνώ
ring binder, ντοσιέ με κρίκο δεσίματος
ringing tone, τόνος κλήσης (τηλεφώνου)
rise, αύξηση, ανεβαίνω, αυξάνω, αυξάνομαι
risk, κίνδυνος
bear the risk, αναλαμβάνω την ευθύνη, διακινδυνεύω
role, ρόλος
passive role, παθητικός ρόλος
room, χώρος, κενό
rough, βίαιος, κακός
route, πορεία
shipping route, θαλάσσια πορεία
routine, ρουτίνα, συνηθισμένος και τετριμμένος τρόπος ενέργειας
rubber, γομολάστιχα
rule, κανόνας
rumour, φήμη, διάδοση
run, διευθύνω
run a business, διευθύνω/διαχειρίζομαι/διοικώ μια επιχείρηση
run out of (something), μου τελειώνει/εξαντλείται (κάτι)
running, κίνηση
overall running, συνολική πορεία, γενική διαχείριση
smooth running, ομαλή λειτουργία/πορεία
rush hours, ώρες αιχμής
ruthless, αδίστακτος

S

sacrifice, θυσία

safe, ασφαλής, χρηματοκιβώτιο

sail, αποπλέω

sake, χάρη

for the sake of, για χάρη του/της

salary, μισθός

sale, πώληση

sales and distribution system, σύστημα πωλήσεων και διανομής

sales department, τμήμα πωλήσεων

sales literature, διαφημιστικό υλικό

sales management, διεύθυνση πωλήσεων

sales representative, αντιπρόσωπος πωλήσεων

telephone sales, πωλήσεις μέσω τηλεφώνου

salesman, έμπορος, πλάσιέ

terminal salesman, πωλητής που στηρίζει την αποτελεσματικότητά του στις πληροφορίες που παρέχει το «τερματικό» του ηλεκτρονικού υπολογιστή της επιχείρησης

sample, δείγμα

samples without value, δείγματα χωρίς χρέωση

satellite, δορυφόρος, δορυφορική σύνδεση

satisfaction, ικανοποίηση

get satisfaction, βρίσκω ικανοποίηση, μένω ικανοποιημένος

satisfactorily, ικανοποιητικά

satisfactory, ικανοποιητικός

satisfied, ικανοποιημένος

satisfy, ικανοποιώ

save money, κερδίζω χρήματα

save time, κερδίζω χρόνο

saving, εξοικονόμηση, οικονομία

say, ας πούμε

scarce, σπάνιος

scare, τρομάζω

scatter, διασκορπίζω

scent, μυρωδιά, άρωμα

schedule, πρόγραμμα, προγραμματίζω, χρονοδιάγραμμα

time schedule, ωράριο

school of commerce, εμπορική σχολή

science, επιστήμη

scientific, επιστημονικός

scientist, επιστήμονας

scope, ευκαιρία

season ticket, εισιτήριο/κάρτα διαρκείας

seat, κάθισμα

take a seat, κάθομαι

secret, μυστικό

top secret, άκρως απόρρητο μυστικό

secretarial position, θέση γραμματέα

secretary, γραμματέας

executive secretary, γραμματέας ανωτάτου

διοικητικού στελέχους

private secretary, ιδιαίτερα γραμματέας

security, ασφάλεια

section, τομέας

sector, τομέας

public sector, δημόσιος τομέας

see, βλέπω, αντιλαμβάνομαι, φροντίζω

see to sth/sb, φροντίζω για κτ/κπ

seek (sought-sought), προτιμώ, αναζητώ, αποσκοπώ, ψάχνω

select, επιλέγω

selection, συλλογή (ειδών), επιλογή

self-motivated, με πρωτοβουλία

self-presentation, αυτοπαρουσίαση

selling activity, δραστηριότητα πωλήσεων

selling tool, όργανο/εργαλείο πωλήσεων

send, στέλνω

senior management, γενική διεύθυνση

sense, έχω την αίσθηση (ότι), νομίζω

sensible, λογικός, ορθός

sensitively, με ευαισθησία, με εξυπνάδα

separate, (ξε)χωριστός, χωρίζω, αποχωρίζω, αποσπώ

serious, σοβαρός

seriously, σοβαρά

serve, (εξ)υπηρετώ

service, εξυπηρέτηση, υπηρεσία

at your service, στη διάθεσή σας

unused services, υπηρεσίες που δεν έχουν εκτελεστεί

service charge, παροχή υπηρεσιών

set, σειρά, σύνολο

set of skills, σειρά επιδεξιοτήτων

set up, οργανώνω, στοιχειοθετώ

settle, τακτοποιώ, αποκαθιστώ, εξοφλώ λογαριασμό

settlement, εξόφληση, τακτοποίηση λογαριασμού, διακανονισμός

shade, απόχρωση

shallow, ρηχός

share, μοιράζομαι, μοιράζω

shareholder, μέτοχος

sharing, κατανομή, μοιρασιά
sharp, ακριβής, καθарός, διαυγής, οξύς
sheet, φύλλο (χαρτιού)
continuation sheets, έντυπα αλληλογραφίας με την επωνυμία της επιχείρησης για τις υπόλοιπες (εκτός της πρώτης) σελίδες των εμπορικών επιστολών
shelf, ράφι
shift, προωθώ, βάρδια
ship, πλοίο, φορτώνω και μεταφέρω
shipment, φόρτωση και μεταφορά εμπορευμάτων
shipping agent, ναυτικός πράκτορας
shipping route, θαλάσσια πορεία
shop-assistant, πωλητής/υπάλληλος καταστήματος
short and long-term returns, βραχυπρόθεσμα και μακροπρόθεσμα κέρδη
shortage, έλλειψη
shorthand, στενογραφία
shorthand writer, στενογράφος
shortly, σύντομα
show, δείχνω, αποδεικνύω
side, άκρη, πλευρά
keep sth on one side, βάζω/κρατώ κάτι στην άκρη
sight, εικόνα, θέα, όραση
put out of sight, εξαφανίζω, κρύβω
term sight, τραβηχτική προθεσμίας
sight bill, τραβηχτική όψεως
sight draft, συναλλαγματική/τραβηχτική όψεως
sign, σήμα
signal, σημάδι, μήνυμα, ένδειξη
signature, υπογραφή
significance, σπουδαιότητα, σημασία
significant, αξιοσημείωτος
simple-minded, απλοϊκός, απονήρευτος
sincere, ειλικρινής
single, άγαμος, μονός
site, περιοχή, οικόπεδο
size, μέγεθος
skill, επιδεξιότητα, ικανότητα, δεξιότητες
skip, παραλείπω
slight difference, ελάχιστη διαφορά
slot, σχισμή
smile, χαμογελώ, χαμόγελο
smooth running, ομαλή λειτουργία/πορεία
smothering, ασφυκτικός, αποπνικτικός
sociable, κοινωνικός
social, κοινωνικός

anti-social, αντικοινωνικός
socialize, είμαι κοινωνικός, έχω κοινωνικές σχέσεις
society, κοινωνία, κοινωνικό σύνολο
socio-economic, κοινωνικο-οικονομικός
sociology, κοινωνιολογία
sofa, καναπές
software, λογισμικό
sole, μοναδικός, ένας και μόνο
solution, λύση
solve, λύνω
solvent, φερέγγυος, αξιόχρεος
someone, κάποιος
it's down to someone, εναπόκειται σε κάποιον
it is up to someone, εναπόκειται σε κάποιον
some time, κάποτε, καμιά φορά
somewhat unusual, κάπως/κάτι το ασυνήθιστο
sort out, ταξινομώ βάζω σε σειρά
sound, ήχος, (επί λεγομένων) δίνω την εντύπωση, μοιάζω, φαίνομαι, ακούγομαι, σοβαρός φερέγγυος
source, πηγή
space, χώρος, διάστημα
span, διάρκεια, διάστημα
special offer, ειδική προσφορά
specialise / -ze (in), (εξ)ειδικεύω, εξειδικεύομαι
specialised, εξειδικευμένος
specialist, ο ειδικός, ο ειδήμων
specialists on call, ειδικοί στην τηλεφωνική επικοινωνία
specialization, (εξ)ειδίκευση
speed, ταχύτητα
spend (time), περνώ (τον καιρό μου)
spirit, πνεύμα (βαθύτερη έννοια)
spoil, καταστρέφω
spokesman, εκπρόσωπος
sponsorship, χρηματοδότηση/προσφορά (θεαμάτων κ.λπ.)
spontaneous, αυθόρμητος
spot, σύντομη τηλεοπτική διαφήμιση
spreadsheet, λογιστικό φύλλο
staff, προσωπικό (εταιρείας, κ.λπ.), επανδρώνω, στελεχώνω
stage, στάδιο, φάση
stance, στάση, θέση (έναντι μιας κατάστασης, κ.λπ.)
aggressive stance, επιθετική θέση/στάση
stand, περίπτερο (σε εκθέσεις προϊόντων),

πάγκος, αντέχω, «σηκώνω»
stand out, φαίνομαι, υπερέχω, ξεχωρίζω, διακρίνομαι
standard, τυποποιημένος, στάνταρ
staple, συνδετήρας σε σχήμα αγκύλης που τοποθετείται στο συρραπτικό μηχάνημα για συρραφή φύλλων χαρτιού
stapler, συρραπτικό μηχάνημα
start off, ξεκινώ, αρχίζω
state, δηλώνω, δείχνω, κατάσταση, πολιτεία, κράτος
stated, συμφωνημένος, (καθ)ορισμένος
statement, κατάσταση (έγγραφο), εκκαθάριση (λογιστική), λίστα
station, στάση, σταθμός
underground station, σταθμός (του) υπόγειου σιδηρόδρομου
stationer, χαρτοπώλης
stationery, χαρτικό υλικό, χαρτικά
status (marital status), οικογενειακή κατάσταση
stay with the company, (παρα)μένω πιστός στην εταιρία
steady, σταθερός
step, βήμα
stimulate, παρακινώ
stock, απόθεμα εμπορευμάτων, στοκ
storage, αποθήκευση
store, κατάστημα, αποθηκεύω, κρατώ στη μνήμη για υπολογιστές
have in store for, (επι)φυλάσσω για
retail store, κατάστημα λιανικής πώλησης
straight L/c, βεβαιωμένη και ανέκκλητος πιστωτική επιστολή
straightforward, σαφής, καθαρός, φανερός
stranger, ξένος, άγνωστος
strangle, στραγγαλίζω, πνίγω
strategically, στρατηγικά
strategy, στρατηγική
strengthen, ενισχύω, (εν)δυναμώνω
stretch, άπλωμα, τέντωμα
a stretch of one's leg, ένα τέντωμα του ποδιού, ένα βήμα
strict, αυστηρός
strictly, αυστηρά
stride, μεγάλο βήμα, δρασικιλιά
strike, απεργία, κτυπώ
string, σπτόγγος
strong call to action, άμεση παρότρυνση για δράση

stuck, κολλημένος
be stuck in, κολλάω σε
stuffy, πνιγηρός, αποπνικτικός
subject, υποκείμενο, άτομο, θέμα
be subject(ed) to, υπόκειμαι σε
subject line, θέμα, γραμμή θέματος (σε επιστολές)
subject matter, κυρίως θέμα
subjectively, υποκειμενικά
subsidiary, θυγατρική εταιρία, εταιρία (εξαρτημένη από ελέγχουσα εταιρία)
substantial, ουσιαστικός, σημαντικός
subtract, αφαιρώ, αποσύρω
success, επιτυχία
successor, διάδοχος
sue, διώκω (ποινικά), ενάγω
suffer, υποφέρω, υπομένω, ανέχομαι
sufficient, επαρκής
sufficiently, επαρκώς
suggest, προτείνω, εισηγούμαι
suitability, καταλληλότητα
suit, ανταποκρίνομαι (σε ανάγκες ή επιθυμίες κάποιου), ταιριάζω (με/σε)
it suits me fine, με εξυπηρετεί πολύ (αυτό)
suitable, κατάλληλος
sum, ποσόν, άθροισμα
sunny, φωτεινός, ηλιόλουστος
sunshine,λιακάδα
supervise, επιτηρώ, ελέγχω, επιβλέπω
supervisor, επιτηρητής, ελεγκτής
supplement, συμπληρώνω, συμπλήρωμα
supplier, προμηθευτής
key supplier, σημαντικός προμηθευτής
supply, παρέχω, προμηθεύω, εφοδιάζω, τροφοδοτώ, εφοδιασμός, προμήθεια, προσφορά
supposedly, δήθεν, τάχα
suppression, καταστολή
sure, σίγουρος, βέβαιος
make sure, σιγουρεύω, εξασφαλίζω
surprising, που προκαλεί έκπληξη
surrender, παραδίδω
survey, έρευνα, ερευνώ, μελέτη
switch my attention, στρέφω την προσοχή μου
switchboard, πίνακας/ταμπλώ τηλεφωνικού κέντρου
swivel chair, περιστρεφόμενη καρέκλα
syndrome, σύνδρομο

T

tactful, διακριτικός, λεπτός

take, παίρνω, λαμβάνω
take (the) advantage of, επωφελοúμαι, δρátομαι της ευκαιρίας
take a keen interest in sth, δείχνω μεγάλο ενδιαφέρον για κάτι
take a message, κρατów/παίρνω μήνυμα/σημείωση
take a seat, κάθομαι
take care, φροντίζω, περιποιούμαι
take for granted, παίρνω/θεωρώ ως δεδομένο
take immediate action, λαμβάνω άμεσα μέτρα, ενεργώ αμέσως
take into consideration, λαμβάνω υπόψη
take on, αναλαμβάνω
take orders, παίρνω διαταγές
take over, αναλαμβάνω διοίκηση, (εξαγοράζω εταιρία)
take possession of (sth), γίνομαι κάτοχος
take responsibility, αναλαμβάνω ευθύνη
talk on the phone, μιλώ στο τηλέφωνο
tangible, απτός, χειροπιαστός, πραγματικός
tape, μαγνητοταινία
tape recorder, μαγνητόφωνο
target, στόχος, σκοπός
tariff, δασμολόγιο
customs tariff, τελωνειακό δασμολόγιο
task, καθήκον, υποχρέωση, έργο, εργασία
task in hand, προκαθορισμένος στόχος
taste, δοκιμάζω, γεύομαι
tax, φόρος
tax implications, φορολογικά θέματα/επιπτώσεις/συνέπειες
tech (technology), τεχνολογία
high tech pitch, επιτεύγματα υψηλής τεχνολογίας
technique, τεχνική
technology, τεχνολογία
tedious, ανιαρός
telecommunications, τηλεπικοινωνίες
telegram, τηλεγράφημα
telegraph, τηλεγραφώ
telephone, τηλέφωνο
telephone directory, τηλεφωνικός κατάλογος
telephone exchange, τηλεφωνικό κέντρο
(telephone) kiosk, τηλεφωνικός θάλαμος
telephone marketing, προώθηση, διαφήμιση προϊόντος μέσω τηλεφώνου
telephone sales, πωλήσεις μέσω τηλεφώνου
telephoning process, διαδικασία τηλεφωνικής επικοινωνίας

teletext, τηλεκείμενο
television, receiver, τηλεοπτικός δέκτης, τηλεόραση
telex, τηλετύπο, τέλεξ
tempting target, δελεαστικός στόχος
tend, τείνω, ρέπω, κλίνω
term, όρος
terminal salesman, πωλητής που στηρίζει την αποτελεσματικότητά του στις πληροφορίες που παρέχει το «τερματικό» του ηλεκτρονικού υπολογιστή της επιχείρησης
testimonial, συστατική επιστολή
text, κείμενο
textile, ύφασμα, υφαντό
thanks to, χάρη σε, ένεκα
theoretical, θεωρητικός
theorist, (ο) θεωρητικός
therefore, επομένως, ως εκ τούτου
thick, παχύς
thin, λεπτός
thinks for itself, σκέφτεται από μόνο του
this is not always the case, αυτό δεν συμβαίνει πάντοτε, δεν είναι πάντα εκεί το πρόβλημα/θέμα
thoroughly, λεπτομερώς, εξονυχιστικά
threat, απειλή
thrive, ευδοκίμώ, αναπτύσσομαι, μεγαλώνω
throne, θρόνος
through, δια μέσου
get through to sb, συνδέομαι με κάποιον στο τηλέφωνο
throughout a period of time, σε όλο το χρονικό διάστημα
thus, έτσι, μ' αυτόν τον τρόπο
ticket, εισιτήριο, κλήση (για πρόστιμο)
ticket collector, ελεγκτής εισιτηρίων
automatic ticket machine, αυτόματη μηχανή κοπής εισιτηρίων
season ticket, εισιτήριο/κάρτα διαρκείας
tidiness, νοικοκυροσύνη, τάξη
time, χρόνος
time bill/time draft, τραβηκτική προθεσμίας
(time) schedule, ωράριο
at times, μερικές φορές
in no time, αμέσως, σε χρόνο μηδέν
it takes time to work, απαιτεί χρόνο για να φέρει αποτέλεσμα/ν' αποδώσει καρπούς
leisure time, χρόνος ανεμελιάς, ελεύθερος χρόνος
save time, κερδίζω χρόνο

sometime, κάποτε, καμιά φορά
spend time, περνώ τον καιρό (μου)
tool, εργαλείο
top secret, άκρως απόρρητο (μυστικό)
total, (συν)ολικός
total price, ολική τιμή
totally, εξ ολοκλήρου
touch, επαφή
get in touch with, έρχομαι σε επαφή με, επι-κοινωνώ με
keep in touch, διατηρώ/κρατώ επαφή
tour, περιήγηση, ταξίδι
guided tour, περιήγηση με συνοδό
trade, εμπόριο, εμπορεύομαι
trade fair, εμπορική έκθεση προϊόντων
trade mission, εμπορική αντιπροσωπεία
domestic trade, εγχώριο εμπόριο
export trade, εξαγωγικό εμπόριο
home trade, εγχώριο εμπόριο
trader, έμπορος
trading, εμπορικός
traditional, παραδοσιακός, κλασικός
traffic, τροχαία κίνηση, οδική κυκλοφορία
traffic jam, μπουτιλιάρισμα, κυκλοφοριακή συμ-φόρηση
tragic, τραγικός
trainer, εκπαιδευτής
training, εκπαίδευση
certain amount of training, επαρκής εκπαί-δευση/κατάρτιση
transaction, συναλλαγή, δόσοληψία, εμπορι-κή πράξη, συνδιαλλαγή
transfer, μεταβιβάζω
transferable, μεταβιβάσιμος
transit, διαμετακόμιση, τράντζιτο, μεταφόρ-τωση
translate, μεταφράζω
transmission, μετάδοση, μεταβίβαση
transmit, μεταδίδω, μεταβιβάζω
transport, μεταφορά
transportation, μεταφορά
transportation company, μεταφορική εταιρία
travel agency, ταξιδιωτικό γραφείο/πρακτορείο
traveller's L/c, ταξιδιωτική πιστωτική επιστολή
treat, αντιμετωπίζω, χειρίζομαι
treatment, μεταχείριση
tremendous, φοβερός, καταπληκτικός
trend, τάση, ροπή
trial order, δοκιμαστική παραγγελία
trip, ταξίδι

triplicate, τριπλός
trouble, φασαρία, μπελάς
put (someone) into trouble, βάζω κάποιον σε μπελά/φασαρία
trust, εμπιστεύομαι, πιστεύω, εμπιστοσύνη
truth, αλήθεια
get across the simple truth, «περνώ»/μετα-δίδω/μεταφέρω την απλή αλήθεια/το μήνυμα
truthful, ειλικρινής, αληθινός
try, προσπαθώ
tube, υπόγειος σιδηρόδρομος, μετρό
turn off, σβήνω/κλείνω (το φως, ραδιόφωνο, κ.λ.π.)
turn out to be, αποδεικνύομαι ότι είμαι
turn to, στρέφομαι σε
turn up, εμφανίζομαι (τυχαία ή αιφνίδια)
turning, στροφή
turnover, συναλλαγή
type, δακτυλογραφώ
typewriter, γραφομηχανή
typewriter ribbon, ταινία γραφομηχανής
typing, δακτυλογραφία, δακτυλογράφηση
typist, δακτυλογράφος

U

ugly, άσχημος, δύσμορφος
ultimately, τελικά
unattended, χωρίς παρακολούθηση
unattractive, μη ελκυστικός
unavoidable, αναπόφευκτος
unconfirmed L/c, ενέγγυος πίστωση μη βε-βαιωμένη από τη μεσολαβούσα τράπεζα
underestimate, υποτιμώ
underground railway, υπόγειος σιδηρόδρο-μος, μετρό
underground station, σταθμός (του) υπόγει-ου σιδηρόδρομου
undermentioned, ο παρακάτω αναφερόμενος
undermine, υπονομεύω
understanding, κατανόηση
undertake, αναλαμβάνω
undoubtedly, αναμφίβολα
unemployment, ανεργία
union, ένωση
unique, μοναδικός
unit, μονάδα
unit price, τιμή μονάδας
universal, παγκόσμιος
unjustly, άδικα
unlike, όχι όπως, αντίθετα (από)

unlimited, απεριόριστος
unpack, αποσυσκευάζω/ανοίγω (δέμα, κιβώ-
 τιο, κ.λπ.)
unpleasant, δυσάρεστος
unpredictable, απρόβλεπτος
unsatisfactory, μη ικανοποιητικός
unsure, αβέβαιος
unused services, υπηρεσίες που δεν έχουν
 εκτελεστεί
unusual, ασυνήθιστος
somewhat unusual, κάπως/κάτι το ασυνήθιστο
up-to-date, μοντέρνος, σύγχρονος, ενήμερος
updating, εκσυγχρονισμός
upon receipt, με την παραλαβή, μόλις παρα-
 λάβουμε
urge, παρόρμηση, τάση, ωθιά, παροτρύνω
urgent, επείγων, -ουσα, -ον
urgently, επειγόντως
use, χρήση
two-in-one uses, με διπλή χρήση
common use, κοινή χρήση
user, χρήστης
first-time user, πρωτάρης στη χρήση, που
 χρησιμοποιεί κάτι για πρώτη φορά
utilisation, χρήση, χρησιμοποίηση
utilise, εφαρμόζω, χρησιμοποιώ
utility, χρησιμότητα
utterly, απόλυτα

V

vacant, κενός, διαθέσιμος
vacation, διακοπές
valid, έγκυρος, ισχύων
be valid, ισχύω
valuable, πολύτιμος
valuables, πολύτιμα αντικείμενα, τιμαλφή
value, αξία
samples without value, δείγματα χωρίς χρέ-
 ωση, δωρεάν δείγματα
variety, ποικιλία
various, ποικίλος, διάφορος
varying, ποικίλος, διάφορος
venture, επιχείρηση, δουλειά, τόλμημα, εγχεί-
 ρημα
verbally, προφορικό, αυτολεξεί, κατά λέξη
vessel, πλοίο, σκάφος
via, δια, δια μέσου
victim, θύμα
videodisc, δίσκος βίντεο

videotext, μετάδοση κειμένου μέσω κλειστού
 κυκλώματος
view, άποψη, βλέπω, παρακολουθώ
viewer, θεατής
violent, βίαιος, επιθετικός
visa, άδεια εισόδου σε ξένη χώρα
visit, επίσκεψη, επισκέπτομαι
pay a visit, κάνω επίσκεψη, επισκέπτομαι
visitor, επισκέπτης
vital, ζωτικός, ζωτικής σημασίας
voice, φωνή
volume, όγκος, ποσότητα
whatever to volumes, όσον αφορά τον όγκο
 (των πωλήσεων κ.λπ.)
voucher, παραστατικό, δικαιολογητικό, δελτίο

W

w/process (word process), επεξεργασία κει-
 μένου
wages, ημερομίσθια, βδομαδιάτικο
wage freeze, πάγωμα τιμών
walk of life, κοινωνική θέση ή επάγγελμα
walking the box, αλλαγή καναλιού (τηλεόρα-
 σης κ.λπ.)
wallet file, φάκελος με αυτιά
wanted, ζητείται
warden, τροχονόμος
warehouse, αποθήκη (εμπορευμάτων)
waste, σπαταλώ, χάνω
waste of money, χάσιμο χρημάτων
wastepaper bin, δοχείο/καλάθι απορριμμάτων
way, δρόμος, τρόπος
be under way, (κατα)φθάνω, είμαι καθ' οδόν
find my way through, βρίσκω άκρη με
make my way to, κατευθύνομαι προς
weakness, αδυναμία, πρόβλημα
wealth, πλούτη
wealth of memories, πλούσιες αναμνήσεις
weigh, εκτιμώ, ζυγίζω
welcome, καλωσορίζω, υποδέχομαι
welfare, ευημερία
well-lighted (well-lit), με καλό φωτισμό
well established, καλά εδραιωμένος/καθιερω-
 μένος
whatever to volumes, όσον αφορά τον όγκο
 (των πωλήσεων κ.λπ.)
who is to blame, ποιος είναι υπεύθυνος,
 ποιος είναι άξιος μομφής, ποιος φταίει
wholesale, χονδρική πώληση

widen, διευρύνομαι, ευρύνω, διευρύνω
widespread, πλατιά διαδεδομένος
width, πλάτος
will, θέληση
willing, πρόθυμος
window envelope, φάκελος με διαφανή μεμβράνη για να φαίνονται το όνομα και η διεύθυνση του παραλήπτη
wire, καλώδιο, σύρμα
wish, επιθυμία, εύχομαι
with reference to, αναφερόμενος σε, αναφορικά με, όσον αφορά (σε)
with respect to, αναφορικά με
withdraw, αποσύρω (χρήματα), κάνω ανάληψη (χρημάτων)
withdrawal, ανάληψη (χρημάτων)
within, μέσα σε, εντός
within easy reach, πάρα πολύ κοντά
wonder, αναρωτιέμαι
no wonder, δεν είναι ν' απορεί κανείς
woolen (woollen), μάλλινος
word processor, μηχανήμα επεξεργασίας κειμένου στον ηλεκτρονικό υπολογιστή

work, λειτουργώ, εργάζομαι, έχω αποτελέσματα
be at work, δουλεύω, εργάζομαι
it is working, έχει θετικό αποτέλεσμα, τα καταφέρει
workforce, εργατικό δυναμικό
working conditions, συνθήκες εργασίας
world-wide, παγκοσμίως, ανά τον κόσμο
worth, αξία
be worth, αξίζω
it's (well) worth, αξίζει τον κόπο
worry, ανησυχώ

X

xerox-paper, χαρτί ξηρογραφίας/παραγωγής φωτοαντιγράφων

Y

yard, γυάρδα (0.914 του μέτρου)
yearn, ποθώ, λαχταρώ
yellow pages, χρυσός οδηγός
yellowish, κιτρινωπός
yours faithfully, με τιμή/Υμέτερος (για επίλογο επιστολών)

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