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ВСТУП

Навчальний посібник “Business English” створено з опорою на базовий рівень володіння іноземною мовою і зорієнтовано на учнів старших класів економічного профілю, які бажають оволодіти основами ділового англійського спілкування і продовжити професійну підготовку у вищих навчальних закладах економічного спрямування.

Метою навчального посібника є оволодіння мовленнєвою компетенцією у сфері ділового спілкування у межах відібраних тем. Це передбачає:

1. Навчання усного діалогічного і монологічного мовлення у сфері ділового спілкування.
2. Навчання читання текстів публіцистичного і науково-популярного характеру з метою отримання інформації з теми на рівні повного або часткового розуміння.
3. Розвиток основ культури та етикету ділового письма та знайомство із міжнародними стандартами ведення ділової документації (у практично необхідних межах).
4. Збагачення лексичного запасу через розширення ситуацій спілкування у діловій сфері.

Навчальний посібник складається з 9 розділів і розрахований орієнтовно на 72 навчальні години. При необхідності передбачається збільшення чи зменшення кількості навчальних годин за рахунок скорочення чи збільшення кількості рекомендованих до опрацювання вправ і завдань, або збільшення часу самостійної роботи учнів над завданнями підручника.

Кожен розділ містить:

1. Communication Area – комунікативну частину, спрямовану на розвиток мовленнєвої компетенції учнів. Складається з інформації про тему (Background Information), діалогу, представленого як вірєць ділового стилю мовлення; практичних комунікативних завдань, розрахованих на класну і самостійну роботу учнів (для закріплення активної лексики і використання її у тренувальних ситуаціях, аудіюванні, рольових іграх тощо).
2. Business Correspondence – основи ділового листування: теоретична частина, часто вживані фрази, зразки листів і документів, вправи на закріплення вивченої лексики та розвиток навиків ділового листування.
3. Reading – тексти із завданнями на перевірку розуміння прочитаного. Тексти підібрано із врахуванням рівня підготовки учнів, що дає вчителю можливість повного або часткового опрацювання даної частини навчального розділу. Рекомендується самостійний переклад тексту учнями вдома та опрацювання завдань до тексту на уроці.
4. Useful Reference – де зібрано вирази, які використовуються у діловому спілкуванні; відмінності у термінології у Великобританії та США, а також скорочення, прийняті у діловій кореспонденції.
5. Vocabulary – слова і вирази з транскрипцією та перекладом подаються в кінці підручника.

Окремою збіркою подається “Useful Reference Book”.

Для зручності та економії часу вчителя додаються ключі до вправ, тексти для аудіювання та календарно-тематичне планування курсу.

В основу навчальних завдань покладено тексти, діалоги, зразки ділової кореспонденції, взяті з оригінальних сучасних англійських джерел, вказаних у списку використаної літератури.

Знайомство з основними поняттями бізнес-сфери та діловим етикетом набуває практичного значення в процесі особистісного професійного зростання сьогоднішніх школярів, націлених на формування критеріїв справжніх ділових якостей та встановлення контактів із зарубіжними партнерами у майбутньому, що в цілому сприятиме діалогу культур у процесі міжнародного співробітництва.

UNIT 1

MEETING A BUSINESS PARTNER

Communication Area

- ✓ Meeting a Business Partner
- ✓ Formal and Informal Conversation
- ✓ Forms of Address

Business Correspondence

- ✓ Structure of Business Letter
- ✓ Addressing an Envelope

Reading



COMMUNICATION AREA**Background Information**

Good communication in business is important, because businesspeople have to deal in person with different kinds of people. You may have to use English when talking to different people within your company who don't speak your language: these may be colleagues or co-workers, superiors or subordinates. And you may also have to deal in English with people from outside the organization: clients, suppliers, visitors and members of the public. Clients and business partners need to understand precisely what you are trying to buy or sell. Businesspeople need to be cheerful, keen, polite and helpful. Entrepreneurs should show interest in the customer and listen carefully to find out as much as possible about his or her needs.

The relationship you have with a person determines the kind of language you use. This relationship may even affect what you say when you meet people, for example, it's not appropriate to say "Hi, how are you!" when meeting the Managing Director of a large company.

People form an impression of you from the way you speak and behave – not just from the way you do your work. People in different countries have different ideas of what sounds friendly, polite or sincere – and of what sounds rude or unfriendly! Good manners in your culture may be considered bad manners in another one. Body language, gestures and expression may tell people more about you than the words you use.

Meeting a Business Partner

Mr Tom Jones, the Sales Manager of a British company, has just arrived at Boryspil Airport from London. He is visiting a Ukrainian company that wants to buy equipment produced by his company. Here are some dialogues between him and the staff of the Ukrainian company.

AT THE AIRPORT

Mr Tkachenko: Excuse me... Are you Mr Jones?

Mr Jones: Yes...

Mr Tkachenko: I'm Volodymyr Tkachenko, the Export-Import Manager of Ukrlis Ltd. How do you do?

- Mr Jones:* How do you do? I am glad to meet you, Mr Tkachenko. Thank you for coming to meet me.
- Mr Tkachenko:* It's a pleasure. Did you have a good trip?
- Mr Jones:* Yes, sure. I was a bit airsick, but now I'm OK.
- Mr Tkachenko:* Fine, my car's just outside the airport. Let me take one of your bags.
- Mr Jones:* Thank you.

IN THE CAR

- Mr Tkachenko:* It'll take us about two hours to get to the office. It's in the centre of the city. Mykola Petrenko, the Director General, is already there.
- Mr Jones:* Great! I'm looking forward to meeting him in person. By the way, is the hotel I booked far from the centre?
- Mr Tkachenko:* No, it's quite near it. It's in Khreshchatyk Street within walking distance of the headquarters.

IN THE OFFICE

- Mr Petrenko:* I'm very pleased to meet you, Mr Jones.
- Mr Jones:* Pleased to meet you too, Mr Petrenko.
- Mr Petrenko:* How was your trip?
- Mr Jones:* Thank you, it was OK.
- Mr Petrenko:* Have you ever been to Kyiv before, Mr Jones?
- Mr Jones:* No, it's my first time here.
- Mr Petrenko:* What are your impressions?
- Mr Jones:* I like Kyiv, it's a very beautiful city and quite different from London.
- Mr Petrenko:* I hope you'll enjoy your visit, Mr Jones. Let me introduce my staff to you. This is my secretary, Ms Anna Berezko.
- Mr Jones:* Nice to meet you, Ms Berezko.
- Ms Berezko:* Nice to meet you, too. You can call me Anna.
- Mr Petrenko:* Would you like something to drink?
- Mr Jones:* Er... Yes, please. I'd like a cup of coffee.
- Mr Petrenko:* Anna, could you make two cups of coffee for us, please?
- Ms Berezko:* Certainly, sir. How would you like your coffee, Mr Jones, black or white?
- Mr Jones:* Black, please.



- Mr Petrenko:* Let's get down to business, Mr Jones. We extend our business and want to buy equipment for producing some goods in Ukraine rather than importing them from western countries as we are doing now. We know that some companies, including yours, produce the sort of equipment we need. Your company provides advanced technology and efficient service, which small companies can't provide. That's why we're interested in your company.
- Mr Jones:* I see. You'll be pleased to hear that the service life of our equipment has been increased, and the prices have been reduced, too.
- Mr Petrenko:* Would you mind speaking a bit more slowly, Mr Jones? I'm not very good at English.
- Mr Jones:* Sure. I say we have increased the useful life of our equipment.
- Mr Petrenko:* It's very interesting, but first I would like to know if it's possible to adapt your equipment to our needs.
- Mr Jones:* To answer your question, Mr Petrenko, I have to visit your factory and study your requirements.
- Mr Petrenko:* All right. I'll show you our factory tomorrow then.
- Mr Jones:* What time?
- Mr Petrenko:* Let me see... I am having an appointment with my lawyer at 9 am. How about 10 am?
- Mr Jones:* That suits me perfectly.
- Mr Petrenko:* At the moment we are looking for the Commercial Director for this project so in the future you'll have to deal with him. If we decide to buy your equipment, he'll be visiting your company and you'll be discussing the contract with him in detail.
- Mr Jones:* I've got some advertising leaflets here so you'll be able to study the main characteristics of our equipment yourself.
- Mr Petrenko:* Thank you, Mr Jones. Our driver and the car are at your disposal for the entire week of your visit. The driver's name is Oleh. He'll take you to your hotel.
- Mr Jones:* Thank you very much, Mr Petrenko. Goodbye for now.
- Mr Petrenko:* Goodbye, Mr Jones. See you tomorrow.

1 A. Match the words in A with the expressions in B.

A

1. acquaintance
2. airsick
3. business
4. colleague
5. communication
6. conversation
7. equipment
8. introduce
9. manner
10. requirement
11. staff
12. subordinate

B

- a) something that you have to deal with
- b) the process of giving or exchanging information
- c) someone who works in the same organization with you
- d) someone who has less power or authority than someone else
- e) someone who you know but who is not a close friend
- f) accepted way of behaving
- g) the people who work for an organization
- h) feeling sick as a result of travelling on a plane
- i) to tell someone another person's name when they meet for the first time
- j) things that you need for a job or activity
- k) something that is necessary
- l) an informal talk between two or more people

B. Make up sentences with the words in A.

2 Read and memorize the dialogues. Act them out.

1. Formal

* * *

- Good morning, Mr Smith.
- Good morning. How are you?
- Very well, thank you. And you?
- Fine, thank you.

* * *

- I really must be getting back to the office.
- Must you really?
- Yes, I'm afraid so. I've got some urgent work to do.
- Well, I won't keep you then.
- See you again soon, I hope! I'm glad we were able to meet.

2. Informal

* * *

- Hello.
- Hello, David. How are your things going?
- Not too bad, thanks. And what about you?
- Very well, thanks.



* * *

- I must be going now or I'll miss the train.
- When does your train leave?
- My train leaves at 12:30.
- Well, have a good journey.
- Thanks. Goodbye.
- Bye. Keep in touch.
- I will. And thanks for everything.
- Don't mention it.



3 Listen to the conversations. Are these statements true (T) or false (F)?

1. Jan is Polish.
2. Jan is a mechanic.
3. Helen is an office manager.
4. Erica is a teacher in the USA.
5. They are managers.
6. They are from Ukraine.
7. Tomas works for Magic Industries.
8. Tomas is an engineer.
9. Kate works for Canadian company.
10. Kate is a manager.

Correct the false statements. Listen again and check your answers.

4 How would you greet these people? What would you say? What would you do (e.g. shake hands, hug them)?

- ⇒ a friend you see often
- ⇒ a relative you haven't seen for a while
- ⇒ a visitor from another country

5 Getting Acquainted

Complete the conversations. Use phrases in the box.

- | | |
|-------------------------------------|----------------------------|
| a) ...it was very nice meeting you. | e) Goodbye. See you soon. |
| b) Lovely to see you again. | f) How do you do. |
| c) ...let me introduce you... | g) May I introduce myself? |
| d) Pleased to meet you. | h) How's business? |



* * *

Peter: James, (1)..... to Mary Morgan. Mary, this is James Wilson. James, this is Mary Morgan.

Mary: Hello. (2).....

James: Pleased to meet you, too.

* * *

Mr Smith: Excuse me, are you Mrs White?

Mrs White: Yes, that's right.

Mr Smith: (3)..... I'm Robert Smith.

Mrs White: How do you do.

Mr Smith: (4).....

* * *

Joe: Hello, Bob. How are things?

Bob: Fine, thanks, Joe. (5).....

Joe: Nice to see you, too. How's life?

Bob: Very well, but busy. (6).....

Joe: Oh, more or less the same as usual.

* * *

Tom: I'm afraid I must go now.

Peter: Well, (7).....

Tom: I really enjoyed meeting you, too.

Peter: (8).....



6 Peter Smith, a businessman, visits his partners in Ukraine. Tania Vosniuk, the personal assistant, meets him at his hotel. Listen to the dialogue and complete the sentences.

A: Are you Peter Smith?

B: Yes, that's right. You Tania Vosniuk. Thanks

A: No problem. Is this your ?

B: Yes, it is.

A: What time you ?

B: About My plane was late.

A: Oh, How's the hotel? Did you sleep well?

B: Yes, thanks, I did. The hotel is What time is ?

A: At Shall we go? We can have in the city centre.

B: That would be nice. Do we get to the centre ?

A: By car. I parked the hotel. This way.

Now listen again and check your answers.

7 Meeting a Visitor at the Airport

A. Match the sentences in A with the visitor's replies in B.

A

1. Welcome to Ukraine.
2. Excuse me, are you Mr Jones?
3. Hello. I'm Olena. Nice to meet you.
4. Let me help you with your luggage.
5. Is this your first visit to Ukraine?
6. Did you have a good flight?

B

- a) Yes, thank you.
- b) No, I was here last year.
- c) Thank you. It's nice to be here.
- d) Yes, that's right.
- e) Thank you.
- f) Nice to meet you, too.

B. Put the conversation in a logical order.

Business Notes

Forms of Address

The most frequently used forms of address are:

Mister (Mr)	– to a man	<i>e.g. Mister Johnson, Mr Smith</i>
Mistress (Mrs)	– to a married woman	<i>e.g. Mrs Joseph, Mrs Green</i>
Miss	– to unmarried woman	<i>e.g. Miss Dee, Miss White</i>
Ms (Missus) /mɪz/	– to a woman not depending on her married status	<i>e.g. Ms Lee, Ms White</i>
Doctor (Dr)	– a) to a medical doctor – b) to a person with the degree of Doctor of Philosophy or Doctor of Science (the surname is always included)	<i>e.g. Doctor (use alone)</i> <i>e.g. Dr Brown</i>
Sir	– to a man	a) to unfamiliar people
Madam	– to a woman (ma'am)	b) to clients in a restaurant c) to customers
Officer	– to a policeman	
Father	– to a priest	
My lord	– to a peer, a bishop, a British judge	
Professor	– to a University teacher at the highest level	
Ladies and Gentlemen	– as a formal opening of a speech	

Note: Mr, Mrs, Dr (UK)
Mr., Mrs., Dr. (USA)

If you want to know the place of work and living of a person you are talking to you may use such phrases:

Where are you from?	I'm from Ukraine.
Where's she from?	She is from Kyiv.
Where's he from?	He's from Ukrlis.
What company are you from?	I'm from Forestry Equipment.
What country are you from?	I'm from the USA.

Speaking about a place of work of a person use the question:

What company (firm) do you work for? | I work for the BBC.

8 Forms of Address

Choose the best answer.

- When you address a middle-aged man whose name you do not know, you say:
a) *Mister* b) *Sir* c) *Excuse me, please*
- If it is a woman, you say:
a) *Madam* b) *Lady* c) *Missus* d) *Excuse me, please*
- If you want to address an American tourist (Mrs Jane Hardly) whom you have known for a few days, you say:
a) *Madam* b) *Mrs Hardly* c) *Jane*
- If you want to address an eminent British scientist (Doctor John Lonsdale), aged 50, you say:
a) *Mr Lonsdale* b) *Dr Lonsdale* c) *Doctor* d) *John*
- If you want to address a visiting English teacher called Helen Parker, aged 25-30 (unmarried), you call her:
a) *Helen* b) *Miss Helen* c) *Miss Parker* d) *Miss*

9 Complete the conversation. Write questions from the words in brackets.

Kate: Hello. (1) *Are you Mr Ramires?*

(Mr / you / are / Ramires)

Leo: That's right. Leo Ramires.

K: Nice to meet you. I'm Kate Martin, from Australia.

L: Good to meet you, too. (2).....?
(from / are / Sydney / you)

K: Yes, I am (3).....?
(from / what / of / you / are / part / Spain)

L: I'm from Malaga, in the South (4).....?
(do / do / you / what)

A: I'm an export sales manager. Here's my card.

10 Complete the dialogues.

1. A: Tom Richards?

B:

2. A: Hello. I'm Kate Watson from General Technologies. How do you do?

B:

3. A: It's a pleasure. Did you have a good trip?

B:

4. A: Oh, let me introduce you to Charlie Hill. He's our Financial Manager.

B:

11 Work in pairs. Use the information on the business cards to introduce yourself to your partner and ask questions.

Monica White

Consultant

*Fiesta Design
25 Wood Road
Bristol BS5 2IAJ
United Kingdom*

Leo Smith

IT Engineer

*ABCTechnologies
Washington
USA
tel. 003867946789*

12 A. Fill in the gaps with the correct nationality.

1. He lives in Washington so he may be
2. She comes from Spain so I think she's
3. Jane is from London. She is
4. I was in Rome last summer. people are very friendly.
5. We do some business with Portugal. The are our best customers.
6. My new business partner is from Finland so he is

B. Write six sentences about different countries and nationalities.

13 Put these sentences in the correct order. Put the numbers in the squares.

1. Nice to meet you, Richard. ☐
- Excuse me, Richard, have you got a minute? ☐
- Well, I'd like to meet Stephanie White, our new assistant. ☐
- Yes, of course, Jan. ☐
- It's good to meet you, Stephanie. Please call me Richard. ☐
2. Very well, thanks. Let's get down to business, shall we? ☐
- I'm fine, thanks. How are you? ☐
- Hello. How are you getting on? ☐
- Yes, all right. ☐
3. Sure. Joe S-M-I-T-H. ☐
- Could you spell your name, please? ☐
- What company do you work for? ☐
- I'd like to introduce myself. Joe Smith. ☐
- I work for ABC-team. ☐

**14 A. Bert Russel is on a visit to his business partner's office. Tom Bradly introduces him to some colleagues. Listen to the dialogues and match the names of the people in A with the jobs they do in B.****A**

1. Alice Moralis
2. Frank Payton
3. Gregor McDuglas
4. Lue Jones
5. Sally White
6. William Perkins

B

- a) a head of research department
- b) a personal assistant
- c) a lawyer
- d) an accountant
- e) a marketing director
- f) a sales director

B. Introduce the staff of your company (a managing director, a production manager, an export sales manager, a sales director, a marketing director, a secretary), using phrases:

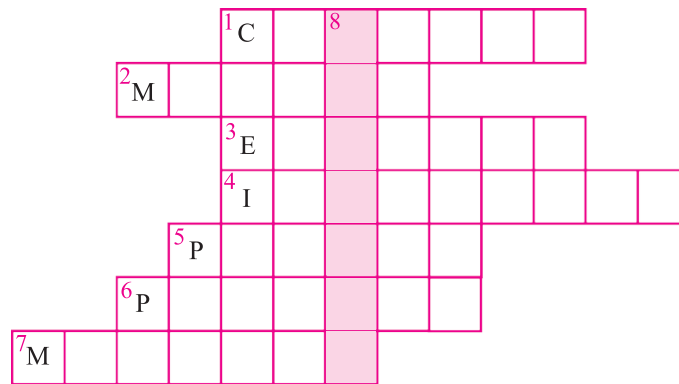
Let me introduce my staff to you. This is

He (She) is

I'd like you to meet He (She) is

May I introduce..... to you. He (She) is.....

15 Solve the puzzle and find the light. The first letter of each word is given.



1. C..... is a business organization selling goods or services.
2. M..... George Brown has been invited to the dinner.
3. I'm working late this e.....
4. I'd like to i..... my younger son, Mark.
5. He's a very kind and p..... man.
6. She's a p..... in a law firm.
7. The part of the day from the time when the sun rises until the middle of the day is m.....



Role-play

Work in pairs. One of you is the host and another one is the visitor. Choose one of the topics from "Conversational Ideas" and talk together for three minutes. Then change partners and roles.

Conversational Ideas

- | | |
|---------------------------------|---|
| The weather | (home and away) |
| The visit | (travel, reason for visit) |
| The visitor | (family, home life, leisure, interests) |
| First impressions | (likes and dislikes, food and drink) |
| Places, travels, holidays | (city you are in, other) |
| Work | (general, current projects, future plans) |
| Sports and leisure | (interests) |
| News | (local or global) |

BUSINESS CORRESPONDENCE

Despite the widespread use of e-mail in commerce today, traditional business letters are still the main way that the majority of business people officially communicate with their customers and other business partners.

E-mails are great for all of the preparatory work. The main purpose of a typical business letter is to formalize the details that were arrived at in discussions among officials in meetings, on the telephone, or via e-mail and communications, and to provide any additional information that was agreed upon.

Business correspondence includes all kinds of commercial letters, inquiries, replies to inquiries, letters of credit (L/C), invoices, bills of lading (B/L), bills of exchange or drafts, letters of insurance, explanatory letters, orders, letters of packing, letters of shipment, letters of delivery, offers, letters of complaint, replies to those of mentioned above, etc.

Rules and traditions of correspondence vary in time but some basic principles of a commercial letter remain unchanged.

There are three formats for business correspondence: block, semi-block, and indented.

BLOCK. Everything begins at the left margin. This is called flush left.

SEMI-BLOCK. Everything begins at the left margin, except for the date and the complimentary close and signature.

INDENTED. Every paragraph is indented.

Block

Letterhead Block

1234 Anyold Street, Suite 0000
Anyoldtown, XX, 00000
Tel. (000) 000-0000 Fax. (000) 000 - 0000
Inbox@company.com www. company.com

Date Line:

Address Block:

1. Title, First, Last Name
2. Job Title
3. Company Name
4. Address

Attention Line: (optional)

Salutation Line:

Subject Line: (optional)

Body Block:

1. Opening
2. Focus
3. Action
4. Closing

Complimentary Closure

Signature Block: Name Line

Signature Block: Title Line

Reference Initials: (optional)

Enclosure/Attachment Line: (when needed)

cc Line: (when needed)

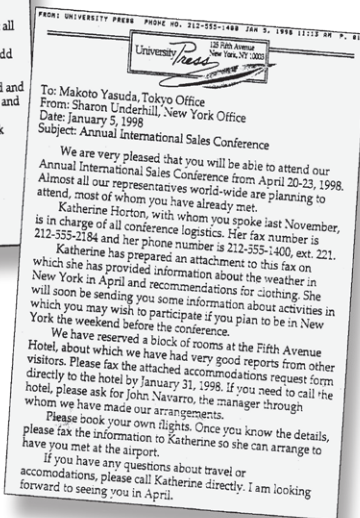
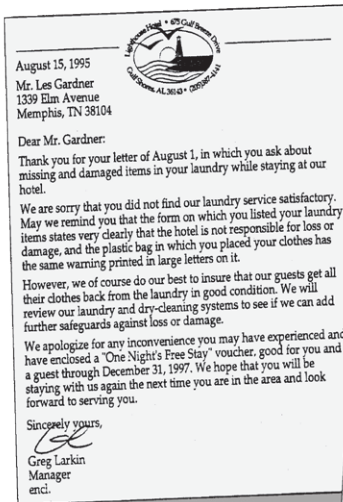
Indented

Semi-Block

STRUCTURE OF BUSINESS LETTER

The main parts of a business letter are:

1. the letterhead;
2. the date;
3. inside name and address;
4. salutation;
5. the message;
6. complimentary closure;
7. the writer's signature and official position.



- 1 The letterhead** expresses a firm's personality. It gives the first impression of the firm. The letterhead includes the company's information, such as address, phone number, fax number, company Website and personal e-mail address. Business letters usually have a printed letterhead.

- 2 The date of the letter** is the date the letter is written. The date is written below the return address. It is always typed in full not in figures because of the different styles in order: day, month, year (UK); month, day, year (USA).

e.g. 21 November 2010 (UK) 11/21/10

November 21, 2010 (USA) 21/11/10

- 3 Inside name and address** are set out at the head of the letter. The official title of the person is used.

e.g. Title, First Name, Last Name: Mr Alexander White

Job Title: Sales Manager

Company Name: The Barbers Equipment Co Ltd

Street Address: 7 Anyone Street (In the USA, the house or building number comes before the street name.)

City, Province/State ZIP Code: London E14 OAQ, United Kingdom

When there is no state or province, the country comes after the city.

4 The salutation is the usual greeting which the letter begins with:

Dear Sir

Dear Madam

Dear Sirs (when partnership of men and women is addressed in the UK)

Gentlemen (in the USA)

Mesdames (when the partnership consists of women only)

To Whom It May Concern (when you do not know the person's name)

Dear Mr Smith

Dear Alexandra (informal, if we know the person well)

Use the comma at the end of the name (*Dear Mr Bred,*). In the US style use the colon (*Dear Mr. Bred:*).

5 The message (body) is the part that really matters. Before you begin to write, ask yourself the following questions:

⇒ What is the aim in writing this letter?

⇒ What do I hope to achieve by it?

⇒ What is the best way to do it?

There are generally four parts to the body of a letter:

Opening: Give your reason for writing.

Focus: Provide details about why you are writing.

Action: Tell what will happen next.

Closing: Thank the reader. The closing sentence has to leave an impression of cordial and friendly communication.

In business letters use “we” / “our” instead of “I” / “my”. Don’t use the short forms “we’ll” / “we’ve”.

6 Complimentary closure depends on how well you know the reader: formal, semi-formal, informal.

The phrases *Sincerely*, *Sincerely yours*, and *Yours sincerely* can be used with any type of complementary closure. In British English, you write *Yours faithfully* at the end of a formal letter if you don’t know the name of the person you are writing to. If you do, you end your letter with *Yours sincerely*.

The phrases *Yours very truly*, *Very truly yours*, *Very cordially yours*, and *Very sincerely yours* can be used for formal complimentary closures. *Cordially* and *Yours truly* are appropriate for informal complimentary closures.

7 The writer’s signature and official position. The writer’s name and job title are typed at the bottom of the letter. The signature must be written by hand and in ink and plainly directly above the typed name.

e.g. *Henry J. Gray*

Henry J. Gray

President

AMERICAN BUILDING COMPANY

- 8 Reference initials.** Sometimes there are two sets of initials at the bottom of a business letter. The first set is the writer's and is capitalized. The second set is the typist's and is lowercase. A splash separates the two sets of initials.

e.g. Writer/Typist ⇨ ND/lk

- 9** If some material is added to the letter the words **Enclosure** ("Enclosures") or the abbreviation *Encl.* (додаток або додатки) are written in the left lower corner of the letter. You can also use the expression *We enclose...*

- 10 "cc:"** The letters *cc* stand for carbon copy. This type of paper was used to make copies before photocopiers and computer printers existed. Today, a *cc:* tells us who else received a copy of the letter. *cc:* is not capitalized, and is always followed by a colon (:).

DOs & DON'Ts

A good business letter must be:

- ⇒ prompting;
- ⇒ accurate;
- ⇒ polite (courteous);
- ⇒ laconic;
- ⇒ complete;
- ⇒ correct;
- ⇒ neat;
- ⇒ friendly.

A good business letter has:

- ⇒ an effective sentence construction;
- ⇒ proper paragraphing;
- ⇒ proper spelling of appropriate words;
- ⇒ no colloquial phrases of everyday English or slang.



ADDRESSING AN ENVELOPE

There are three important requirements in addressing envelopes:


- ⇒ accuracy;
- ⇒ legibility;
- ⇒ good appearance.

The address is written as follows:

Return Address	First name Last Name Building or House Number, Street Name, Suite or Apartment Number [or Company Name and Address] City, State ZIP Code [Country, if applicable]	Postage Stamp
Recipient's Address	Title/First Name/Last Name Job Title Company Name and Address [Building or House Number, Street Name, Suite or Apartment Number] City, State ZIP Code [Country, if applicable]	

The words “Confidential” or “Personal” should be typed in the bottom left-hand corner or in the upper left-hand corner.

Mr James Smith
 19, 7th Avenue
 New York
 NY 23300
 USA



BBC Publications
 25 Marylebone High Street
 LONDON
 W1R 7HD
 GREAT BRITAIN

1 Comprehension Questions.

1. What letters are included into business correspondence?
2. What are the major elements of a business letter?
3. When is the letterhead used?
4. What does the reference mean in a letter?
5. What information is given in the address?
6. What are the requirements established for the text of a business letter?
7. What expressions are used in the salutation of a business letter?

8. What should be indicated in the heading of a business letter?
9. What should be the subscription in a business letter?
10. What may be enclosed in a business letter?

2 What are the parts of the letter? Write a corresponding number above each element or phrase.

- | | |
|-------------------|--------------------------|
| 1. inside address | 5. complimentary closure |
| 2. signature | 6. date |
| 3. salutation | 7. closing |
| 4. letterhead | 8. body of the letter |

☐ International Computer Services PLS
136 Bolton Road
Newbury, Berks
Tel: 00243 5676 475
Bolton@ICS.com

☐ 17 September 2010

☐ Mr David Green
British Tourism plc
356 Canary Street
London E14 0AQ

☐ Dear Mr Geneen,

☐ Thank you for your letter of 9 September 2010 requesting a demonstration of our product model SLX/34.

I have arranged for one of our representatives to visit you, as requested, on September 20 at 2pm.

☐ In the meantime, should you require any further information, please do not hesitate to contact me.

☐ Yours sincerely,

☐ *Adrian Collins*

Adrian Collins
Sales manager

3 Write a business letter.

Include all essential parts. Address it to anyone you choose. Be sure that your spelling, capitalization, and punctuation are perfect. The body of the letter should contain well-organized paragraphs. Include all necessary information, in your letter:

- ⇒ introduce yourself;
- ⇒ say “thank you” for the information your partner has given you in the previous letter;
- ⇒ assure your partner that you are ready for long cooperation with his firm.

READING

Read the article and choose one of these titles for it:

When in Rome...

Travelling abroad

Good manners, good business

Problems that business people face

Doing business in Europe

I didn't mean to be rude!

Nobody actually wants to cause offence but, as business becomes ever more international, it is increasingly easy to get it wrong. There may be a single European market but it does not mean that managers behave the same in Greece as they do in Denmark.

In many European countries handshaking is an automatic gesture. In France good manners require that on arriving at a business meeting a manager shakes hands with everyone present. This can be a demanding task and, in a crowded room, may require gymnastic ability if the farthest hand is to be reached.

Handshaking is almost as popular in other countries – including Germany, Belgium and Italy. But Northern Europeans, such as the British and Scandinavians, are not quite so fond of physical demonstrations of friendliness.

In Europe the most common challenge is not the content of the food, but the way you behave when you eat. Some things are just not done. In France it is not good manners to raise tricky questions of business over the main course. Business has its place: after the cheese course. Unless you are prepared to eat in silence you have to talk about something, that is, other than the business deal which you are continually chewing over in your head.

The Italians give similar importance to the whole process of business entertaining. In fact, in Italy the biggest fear, as course after course appears, is that you entirely forget you are there on business. If you have the energy, you can always do the polite thing when the meal finally ends, and offer to pay. Then, after a lively discussion, you must remember the next polite thing to do – let your host pick up the bill.

In Germany, as you walk sadly back to your hotel room, you may wonder why your apparently friendly hosts have not invited you out for the evening. Don't worry, it is probably nothing personal. The Germans do not entertain business people with quite the same enthusiasm as some of their European counterparts.

The Germans are also notable for the amount of formality they bring to business. As an outsider, it is often difficult to know whether colleagues have been working together for 30 years or



have just met in the lift. If you used to call people by their first names this can be a little strange. To the Germans, titles are important. Forgetting that someone should be called Herr Doctor or Frau Direktorin might cause serious offence. It is equally offensive to call them by a title they do not possess.

In Italy the question of title is further confused by the fact that everyone with a university degree can be called *Dottore* – and engineers, lawyers and architects may also expect to be called by their professional titles.

These cultural challenges exist side by side with the problems of doing business in a foreign language. Language, of course, is full of difficulties – disaster may be only a syllable away. But the more you know of the culture of the country you are dealing with, the less likely you are to get into difficulties. It is worth the effort. It might be rather hard to explain that the reason you lost the contract was not the product or the price, but the fact that you offended your hosts in a light-hearted comment over an aperitif. Good manners are admired: they can also make or break the deal.

(Adopted from the article by Richard Bryan in Business Life)

1 Decide if these statements are true or false, according to the writer.

- ☐ 1. In France you are expected to shake hands with everyone you meet.
- ☐ 2. People in Britain shake hands just as much as people in Germany.
- ☐ 3. In France people prefer talking about business during meals.
- ☐ 4. It is not polite to insist on paying for a meal if you are in Italy.
- ☐ 5. Visitors to Germany never get taken out for meals.
- ☐ 6. German business people don't like to be called by their surnames.
- ☐ 7. You must know what the titles of the German people you meet are.
- ☐ 8. Italian professionals are usually addressed by their titles.
- ☐ 9. A humorous remark always goes down well all over the world.

2 Discuss these questions:

- ⇒ Which other nationalities do you think are most different from your own?
Give your reasons.
- ⇒ What would you tell a foreign visitor about “good manners” in your country?

3 Make a short summary of the text.