



KÖNYV

25

# ENGLISH

*today*



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## BUSINESS LEVEL

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ANGOLNYELV-OKTATÓ PROGRAM



NÉPSZABADSÁG  
A tájékozottság magabiztossá tesz.

**ENGLISH  
TODAY**

A fordítás az alábbi kiadás alapján készült.

**25. Business level book three**

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# ENGLISH TODAY

## BUSINESS Level COURSEBOOK THREE



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**55 A feladatok megoldása****11. lecke****How to develop a winning business plan****You're a great team!****1. JELENET**

**Mr Stevens:** I've called you in today to bring you up to speed on our new cookbook series. Anne's going to take notes from which we'll then develop a detailed outline of the work in progress and then set the deadlines. So, Gary, which authors have we contacted?

**Gary:** We've got in touch with Jones, Bradford, Smith, Fox and Grant. Unfortunately, we haven't been able to contact Chakowski. I think he's abroad at the moment.

**Anne:** Cha what? Ehm... Sorry... Could you spell that for me please, Gary?

**Gary:** Certainly, C-H-A-K-O-S-W-S-K-I. He's one of our Russian collaborators.

**Mr Stevens:** Couldn't we get in touch with Parker in his place? What do you think? He's worked with us in the past.

**Gary:** That's a good idea. Unfortunately, I haven't got his number.

**Mr Stevens:** I think I have it in my old appointment book. Let me just make a note of that so I don't forget. What's the news on the contributions so far? Have the authors started sending in material?

**Anne:** Yes, and I've already begun editing the first batch.

**Mr Stevens:** Excellent, Anne! You'll also have to take care of researching the images. When you've got those, you can send them along to the graphics department for page insertion. Let's move on to the typography. Rachel, have you seen the first batch of proofs we've got from Montex today?

**Rachel:** Yes, Mr Stevens. Great work, I must say. It seems to me that they've done an excellent job!

**Mr Stevens:** Good! So, it looks like we can trust them with this edition. Let's get a bid in immediately. Take note of that, Rachel!

**Rachel:** Yes, Mr Stevens. I'll call them as soon as we finish this meeting.

**Mr Stevens:** One last thing. We haven't found a title for this series. Do you have any ideas?

*Általános csönd.*

**Mr Stevens:** Come on! Use your imagination! I want something original – something catchy!

*Ismét nagy csönd.*

**Mr Stevens:** Nothing? Okay, then that's your first task. Do some brainstorming to come up with some ideas and then we'll go through them together!

*Aggódó és komor arcok.*

**Mr Stevens:** Why the long faces? It is nothing to worry about! You're a great team. I'm sure you'll think of something interesting! Okay?

## Children always come before business!

### 2. JELENET

**Victoria:** The purpose of today's meeting is to discuss the "Smarty" marketing campaign. Does anyone have any suggestions?

**Mr Chang:** Before we move forward with the planning, I think we need to take into consideration a number of aspects of the campaign. I'm referring to the concept, the objectives, the targets and the type of media we need to employ!

**Victoria:** Good observation, Mr Chang. Getting our ideas clear before we move on to the direction and score of our marketing drive is an excellent idea. What do you think Paul?

**Paul:** I'm in complete agreement with you. First we need to set our objectives for this campaign, we need to decide upon our focal points in terms of brand communication.

**Victoria:** Could you explain what you've written on the board there? That'll help us understand where you're going with this.

**Paul:** Brand awareness raising will help potential clients become familiar with our products and the market place we're targeting. In our case, this type of campaign will serve to improve the image of Spector in the Chinese market.

**Mr Chang:** Ehm... But what about focusing the campaign on the product itself?

**Paul:** A product campaign is generally much more focused, and serves to meet different objectives. Above all, it can help communicate the unique characteristics of the product to help it stand out in its market place. Of course, this can eventually bring positive results to the entire line of products.

**Victoria:** And what type of campaign best suits our needs, in your opinion?

**Paul:** Well, considering that the Chinese market is new for us, I'd choose a campaign focusing on brand awareness with a simple, but effective message such as: "Our company provides sporting goods with a high-tech edge." And then follow up with a successive campaign focusing on the "Smarty".

**Victoria:** Are there any comments on Paul's proposal?

**Mr Chang:** I'm in complete agreement with him.

**Victoria:** Great. Would you like to add anything Paul?

**Paul:** Not for the moment.

**Victoria:** Well, if there are no objections, I'd like to move forward on this. Our next step is to contact a marketing agency. Could you take care of that, Paul?

**Paul:** Certainly, Victoria.

**Victoria:** Well, if there's nothing else, I really need to get going. *(Ránéz az órájára.)* Oh, my goodness! Look at the time!

**Mr Chang:** You're always busy, aren't you, Mrs Lee? I think you work too much!

**Victoria:** Well, actually, I need to go to my son's school play. I promised him that I wouldn't miss it for anything in the world!

**Mr Chang:** Well, then get a move on! Children always come before business!

**Paul:** What are we doing now?

**Mr Chang:** Let's go for lunch!

## Megértési gyakorlat

(Megoldások az 55. oldalon)

A jelenet megértésének ellenőrzésére válaszoljon az alábbi kérdésekre:

**1** Why does Mr Stevens ask Anne to take notes during the meeting?

- a) Because she has to prepare a report to send to the authors
- b) So that they can develop an outline of the work in progress and then fix some deadlines
- c) Because she is new to the job and has a lot to learn

**2** Mr Stevens asks Anne and her colleagues if they have any ideas about...

- a) which images to use for the cookbook
- b) what title to use
- c) which marketing strategy to use

**3** What is the reason for the meeting between Mr Chang, Victoria and her colleagues?

- a) To analyse the market for sporting goods in China
- b) To decide on production targets
- c) To discuss the marketing campaign for "Smarty"

**4** What does Paul think is the most efficient marketing strategy for China?

- a) A campaign which aims at brand awareness.
- b) A campaign based on "Smarty"
- c) A mailing to all the distributors of sporting goods

## Tegyen próbát!

(Megoldások az 55. oldalon)

### 1. GYAKORLAT

Jelölje be, hogy az alábbi, megbeszélésen történő jegyzetelésre vonatkozó mondatok igazak (*True*) vagy hamisak (*False*).

- |  | T                        | F                        |
|--|--------------------------|--------------------------|
| 1 Make sure you know the names of the people attending the meeting and where they are sitting. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 It is a good idea to read the agenda before the meeting starts.                              | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 Try to write down everything that is said.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 Pay attention to what is decided and who is going to do it.                                  | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 Write up your notes as soon as possible after the meeting.                                   | <input type="checkbox"/> | <input type="checkbox"/> |

### 2. GYAKORLAT

Írja le az alábbi szavak rövidítését.

1 information

.....

2 public limited company

.....

3 pages

.....

4 reference

.....

5 account

.....

**3. GYAKORLAT**

Írja le az alábbi rövidítések jelentését.

**1** 1<sup>st</sup>

.....

**2** i.e.

.....

**3** asap

.....

**4** c.f.

.....

**5** attn.

.....

**4. GYAKORLAT**

Írja át az alábbi szöveget úgy, hogy a megfelelő szavakat kicseréli a rövidítésével.

The first question concerned the position of Great Britain in the project. Sarah Elliss replied that approximately half of the funds would come from a United Kingdom government department.

.....

.....

.....

.....

.....

.....

.....

.....

.....



## 5. GYAKORLAT

Írja át az alábbi szöveget úgy, hogy a rövidítéseket kicseréli a megfelelő szavakkal.

The 3<sup>rd</sup> Q. re. to the no. of pp. needed to give max. info. with min. lang. difficulty. The A. was c. 20 pp. but poss. less.

.....

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## Szószedet

**aim** cél, szándék, törekvés  
(**to aim at:** vmire törekszik)  
**appointment book** határidő napló

**awareness** tudomás vmiről, tudatosság

**batch** tétel, árutétel

**bid** ajánlat

**board** tábla

**bring up (to)** felvet  
(egy kérdést, egy témát)

**call in (to)** hív, hívat

**catchy** vonzó, magával ragadó

**chair a meeting (to)**  
egy megbeszélésen elnököl

**choose (to)** választ

**come up with (to)** előjön,  
előhozakodik vmivel  
(ötlettel)

**contribution** hozzájárulás

**drive** séta, kirándulás;  
hajtás

**edge** él, perem, szegély

**follow up (to)** nyomon követ

**get in (to)** érkezik

**go over** túlhalad

**go through (to)** ellenőriz,  
megvizsgál

**goodness** jóság

(**my goodness:** te jó ég!  
Istenem!)

**lunch** ebéd

**minutes of a meeting**

egy értekezlet/gyűlés

jegyzőkönyve

**miss (to)** eltéveszt, elmulaszt,  
elszalaszt, hiányzik

**move** mozgás, mozdulat

(**get a move on:** **biz.**

siet, igyekszik)

**move forward (to)** előrelép,  
előrehalad

**planning** tervezés

**proof** vázlat; próba,  
bemutatás

**purpose** cél

**put off (to)** visszaküld

**raising** növelés, emelés

**school play** iskolai előadás

**score** kérdés; indíték

**send along (to)** elküld

**send in (to)** beküld, benyújt

**so far** mindeddig,  
mostanáig

**son** vkinek a fia

**speed (to)** siet

**stand out (to)** szembeötlik,  
kitűnik, kimagaslik

**step** (átvitt ért. is) lépés,  
mozdulat

**suggestion** javaslat,  
tanács

**suit (to)** jól áll,  
alkalmas, kielégít

**target** cél, célközönség

**task** feladat

**work in progress** munka állapota, előrehaladta

**worry about (to)** aggódik vmiért

**write up (to)** ír, átír vmit; jelentést készít vmiről

## 12. lecke

# The Internet era

## You're the top when it comes to technology!

### 1. JELENET

**Victoria** (*kihangosítja a telefont*): Mr Chang, can you hear clearly?

**Mr Chang**: Yes, yes, I can. Go ahead.

**Victoria**: Okay, then let's begin. So Paul, how's the marketing campaign coming along?

**Paul**: We're putting together a complex communication strategy that's going to leverage different channels: from TV spots and radio jingles to magazine runs and banner advertising on the Internet.

**Victoria**: The Internet? Are you sure that'll bring about results?

**Paul**: Absolutely, Victoria. The Internet has enormous potential. Web marketing is direct and allows for niche advertising that builds better rapport with our clients. Isn't that right, Mr Chang?

**Mr Chang**: Yes, even if it's true that not all Chinese families have a broad band connection like you do here in the West. The Internet is still very popular in China, especially with the young. Internet cafes of all sorts are opening across the country and, according to the Chinese Information Technology Ministry, the number of avid Internet users has already reached 120 million.

**Victoria:** Wow! I had no idea there was such a boom in information technology!

**Mr Chang:** Oh, yes! Technology has become the determining factor in the economic and cultural development of the contemporary Chinese society. Above all, it's young adults who are influenced by these new communication media. 60% of web surfers in China are between the ages of 18 and 26. Words such as "forum", "blog", "e.mail" and "chat" have become part of their everyday speech. I think we need to focus our efforts in this arena to successfully market our products.

**Paul:** As a matter of fact, not only am I working to develop a graphically attractive site with plenty of content, but I'm also contacting major Internet portals to post animated banners. I'm also looking into other means of reaching a much more clearly defined niche by target advertising through newsgroups, mailing lists, chat rooms and forums. I'm even thinking of launching a viral marketing campaign.

**Victoria:** A viral what? Sounds like a disease to me!

**Paul:** Viral marketing is a marketing strategy that induces users of certain Internet sites to promote products to other surfers like a virus. In this way, exponential visibility of our message is possible. It's like "word of mouth" on steroids. If we succeed, it's a low-cost communication strategy that has an extremely attractive growth potential that's hard to calculate.

**Victoria:** Pure genius! I must say, Paul, you're the top when it comes to technology!

**Paul:** Well, considering I spend so much time chatting...

**Mr Chang:** Don't tell me that you prefer friends made in "virtual" space?

**Paul:** Well... Hmm, to be truthful, I found my fiancé on the Internet!

## I'm hopeless with computers!

### 2. JELENET

*Anne, Gary és Rachel szünetet tartanak és a kávéautomata előtt beszélgetnek.*

**Rachel:** Gary, did you get that e.mail problem fixed?

**Gary:** Yes, I did. I set up a new account for you. You only have to create a new username and password.

**Rachel:** How do I do that? I'm hopeless with computers!

**Gary:** I know you are! In fact by now I've lost all hope with you! But you really do need to try to learn! I mean, e.mail and the Internet are indispensable in this day and age.

**Rachel:** I know, I know, Gary. You don't ever get tired of repeating that! I must admit I'm a Luddite. How I miss the days when you wrote letters by hand and visited the library to do research. Everything's changed now. I think I've done well to learn to send and receive e.mails!

**Gary:** Speaking of e.mails, I noticed what you were writing to the authors. And if you'll permit me Rachel, your e.mails are much too stuffy and formal. They don't fit in at all with the Internet jargon.

**Rachel:** What are you saying?

**Gary:** I'll give you an example. Ehm... when you start off an e.mail you use "We'd like to inform you that...". It's quite old-fashioned, you know. It's better to write: "Did you know that...?" Or another example. When you need to make an excuse you begin: "We regret to inform you that...". It's much better to use something like: "Unfortunately, we can't...". It's less formal, but at the same time more professional. E.mail needs to be kept simple and to the point. Use abbreviations as often as possible and keep phrases short. If you're writing

to someone you know well, you can even add an emoticon. It's always a pleasure to get one!

**Rachel:** An emoticon? What the devil is that?

**Gary:** You're so old-school, Rachel! Emoticons are those little "faces" that you can make using keyboard characters that show how you are feeling at the time!

**Rachel:** Okay, okay, "professor"! I'll try to simplify and use a more colloquial tone when writing. Perhaps I'll even put in a smiley!

**Gary:** It's not difficult! You'll see. Just let the magic of the Internet transport you. But remember to use "Netiquette"!

**Rachel:** You're talking like a computer manual! What is "Netiquette"?

**Gary:** It's good manners on the Internet. It's the rules of the road of the network. Rachel, Rachel, Rachel, you really do need to get some practice, don't you? I've got an idea. Why don't you let me sign you up for a forum, that way you can learn the rules of the road and the lingo as you surf. Speaking of which, do you like music?

**Rachel:** Huh? Music? Yes, very much so...

**Gary:** Great! Then I'll add podcasting sites to your favourites. So you can download podcasts, and maybe even burn them to disc and...

**Rachel:** Stop, Gary! You're driving me crazy! I don't understand a word. Besides e.mail, I have no desire to learn any of it! None of it! Do you understand?

## Megértési gyakorlat

(Megoldások az 57. oldalon)

A jelenet megértésének ellenőrzésére válaszoljon az alábbi kérdésekre:

- 1 How popular is the Internet in China?
  - a) Not very popular: there are very few Internet cafes in the country
  - b) Increasing slowly but still not very popular
  - c) Very popular and increasing fast, there are already 120 million people navigating
  
- 2 What is "viral" marketing?
  - a) A marketing strategy which induces users to push the product with other users
  - b) A virus which enters through e.mail connections and attacks the hard disk
  - c) An illness due to work related stress
  
- 3 What does Rachel regret?
  - a) Times when letters were hand-written and research was done in libraries
  - b) Not to have taken a computer training course
  - c) Her previous job
  
- 4 What is "Netiquette"?
  - a) A marketing campaign via Internet
  - b) Good manners for Internet users
  - c) An instruction manual for computer users

## Tegyen próbát!

(Megoldások az 57. oldalon)

Kezdje el használni az Internet szókincsét.

### 1. GYAKORLAT

Jelölje be, hogy az ár-összehasonlítás szolgáltatásra vonatkozó mondatok igazak (*True*) vagy hamisak (*False*).

- |   | T                        | F                        |
|---|--------------------------|--------------------------|
| 1 Kelkoo is a large online retailer.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 Kelkoo can help you find the best price for online goods.                                     | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 Kelkoo is the only online price comparison service.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 You type in the name of a product and Kelkoo shows you prices offered by different retailers. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 Kelkoo has been operating since 1999.   | <input type="checkbox"/> | <input type="checkbox"/> |

### 2. GYAKORLAT

Egészítse ki az alábbi mondatokat.

- 1 I've got ..... net access, it's really fast.
- 2 I buy all my ..... from an online supermarket.
- 3 We're starting our online sales ..... next month, we'll be paying to appear at the top of results pages.
- 4 Remember that when you buy online you do have to pay ..... costs too.
- 5 The e-retail ..... is increasing at over 10% per year in the UK.

**3. GYAKORLAT**

Párosítsa a kérdésekhez a megadott válaszokat.

**1** How are your Internet sales doing?  
.....

**2** What type of net access have you got?  
.....

**3** Why do you shop online?  
.....

**4** How do you check prices online?  
.....

**5** When do you go online?  
.....

At weekends or after work.

Very well, they're increasing by 15% a year.

I use Kelkoo.

Broad band.

It's convenient.

**4. GYAKORLAT**

Illessze be a mondatokba az alábbi kifejezéseket.

does

a

to

got

on

**1** I ordered Sue's birthday present online, they'll deliver the present ..... her birthday.

**2** I go online three or four times ..... week.

**3** My children use the Internet to find information ..... do their homework.

**4** We've ..... broad band Internet access.

**5** Kelkoo ..... not sell goods.

## 5. GYAKORLAT

Jelölje be, hogy nyelvtanilag helyesek (*Right*) vagy tévesek (*Wrong*) az alábbi mondatok, és írja le azokat helyesen, ha szükséges.

- |  | R                        | W                        |                         |
|--|--------------------------|--------------------------|-------------------------|
| 1 Pricerunner, Froogle and Kelkoo does not sell goods. | <input type="checkbox"/> | <input type="checkbox"/> | .....<br>.....<br>..... |
| 2 I buy all my CDs by the Internet.                    | <input type="checkbox"/> | <input type="checkbox"/> | .....<br>.....          |
| 3 I ordered some books online yesterday.               | <input type="checkbox"/> | <input type="checkbox"/> | .....<br>.....          |
| 4 I typed at the name of the product.                  | <input type="checkbox"/> | <input type="checkbox"/> | .....<br>.....          |
| 5 I sourced the iPod online.                           | <input type="checkbox"/> | <input type="checkbox"/> | .....<br>.....          |

## Szószedet

**above all** mindenekelőtt, elsősorban

**across** keresztül, egyik oldalról a másikra

**allow for (to)** figyelembe vesz

**as a matter of fact** valóban, igazán, az igazat megvallva

**avid** sóvár; vágyakozó  
**bring about (to)** generál, létrehoz

**broad band connection** széles sávú kapcsolat

**burn to disc (to)** lemezre ír  
**by word of mouth** élszóban

**come along (to)** előrehalad, fejlődik; megtörténik; halad  
**(how is sth coming along:** hogyan fejlődik?

**come to (to)** szól vmiről, érint

**disease** betegség

**effort** erőfeszítés

**fit in with (to)** egyetért, összhangban van vkivel, illeszkedik vmihez

**fix (to)** elrendez, megold

**growth** növekedés

**hopeless** reménytelen

**jargon** zsargon

**jingle** zenei motívum  
**keyboard** billentyűzet

**leverage (to)** emel, emelőhatás

**library** könyvtár

**lingo** zsargon

**look into (to)** vizsgál, tanulmányoz

**Luddite luddista:** tört. gépromboló

**magazine** újság, folyóirat

**market (to)** kereskedelembe bocsát, piacra bocsát

**niche** piaci rés

**old-fashioned** ódivatú, divatjamúlt

**plenty** sok, bőségesen

**podcasting** rendszer, ami lehetővé teszi audio és video fájlok

letöltését az internetről

**post (to)** közzétesz, pozícionál; postára ad, felad

**results page**

keresőprogramban a találatokat megjelenítő oldal

**soar (to)** felkel, felszáll, magasba tör

**sign up (to)** beírat, beiratkozik

**site** honlap

**speech** nyelv, szaknyelv;  
beszéd

**spend (to)** tölt; szentel; költ

**stuffy** elavult, ódon

**top (biz.)** a legjobb,  
a lehető legjobb

**truthful** őszinte

**type in** gépel

**web surfer** interneten  
szörföző

## 13. lecke

# Big changes ahead

## A total disaster!

### 1. JELENET

*Victoria az irodájában van. Bánatos arccal belép Paul, kezében papírok.*

**Paul:** Hi Victoria!

**Victoria** (*köszön neki anélkül, hogy felnézne*): Hi Paul! (*Ránéz, és látja, hogy valami baj van.*) Paul, what's the matter? You look awful!

**Paul:** What? Haven't you heard?

**Victoria:** You know I've been away for four days. My boy was sick and the baby-sitter went to visit her mom. Did something happen while I was away?

**Paul:** Only a disaster, Victoria! Total disaster!

**Victoria:** You're frightening me Paul! Just calm down and tell me what's happened.

**Paul:** Spector has been bought by a Japanese multinational. Mrs Frost's been fired and Mr Chang has been transferred to Atlanta, where he'll be in charge of a men's clothing department!

**Victoria:** What!?! Come on, Paul, you've got to be joking...

**Paul:** I'm afraid not, Victoria! And there's more... You've been taken off the project. You're no longer in charge of



the "Smarty" project. The headquarters have called in a marketing manager from Harvard. You'll be her assistant. And I don't envy your position at all... I spoke to her on the phone earlier. And she didn't seem to be friendly, to say the least. You know the type, Mr-know-it-all! As a matter of fact, she's just sent this fax with her analysis of the sporting goods market and with a few of her tactics. The fax is entitled: "Study this thoroughly before my arrival"!

**Victoria:** Oh my God! But why? Things weren't perfect... Spector was having troubles, certainly, but they were indicative of a crisis that is being felt throughout the sector. In fact, that's why we launched the "Smarty" campaign targeting the Chinese market. We were trying to create some momentum... new opportunities... Things weren't going badly!

**Paul:** To start with, no! But then the current negative trends were felt in this area as well: low salaries were eroding consumer confidence forcing us to raise prices to keep profits up. Add to that the competition that literally beat us over the head. It's very difficult to compete in a market where raw materials and labour costs are so low. The final result was an excellent, high quality product that was priced out of the market which prevented us from competing.

**Victoria:** I know, I know, but we were creating a niche market for ourselves...

**Paul:** Yes, but the revenues were too marginal. In any case, we'll get the details at the meeting this afternoon. Mrs Frost and Mr Chang will be there – and possibly even our new "boss" Helen Collins! Speaking of which... here is her outline. Make sure you study it well!

## Let's get down to brass tacks now!

### 2. JELENET

*Tárgyalóterem. Bent ül Victoria, Paul, Mrs Frost és Mr Chang. A hangulat nagyon nyomott.*

**Mrs Frost:** As you know, we're dealing with a very difficult situation at the moment. On the one hand, our revenues are sinking due to price battle with our competition and the fact that consumer demand continues to decrease. On the other hand, our internal costs continue to rise. The result is a significant fall in profits which has forced us to sell out to a Japanese multinational. It's not a pretty picture.

**Victoria:** Couldn't we have considered corporate overhaul? Anything would have been better than this drastic solution!

**Mrs Frost:** Improving company efficiency calls for massive investments that we are just not in the position to make. And with our books in the red, we couldn't even move forward with these investments. Not to mention the personnel cuts we would have had to endure. Believe me Mrs Lee, before we went ahead with the sale of Spector to the Makiko group, we took a number of other solutions into consideration. Unfortunately, none of these provided the answer.

**Paul:** And what about the Makiko group? How do they intend to resolve this current crisis?

**Mrs Frost:** Makiko has already reorganized a number of firms in the past and therefore possesses the appropriate know-how. I do know that they plan to put a major restructuring of the company into action: from A to Z – corporate work flow, book-keeping, management, sales and logistics – to name a few. Above and beyond that, they intend to introduce new

direct marketing techniques to improve consumer satisfaction and improve corporate visibility in the market place.

**Mr Chang:** And how? What is the winning strategy?

**Mrs Frost:** I don't know exactly, but I believe they want to create incentives through promotional strategies. They intend to participate in the largest trade fairs in the sector, open a franchising chain of brand name shops, as well as factory outlets for wholesale.

**Victoria:** And what do they intend to do with the "Smarty" campaign?

**Mrs Frost:** I think, Mrs Lee, you've already been informed that you will no longer be in charge of that campaign. From that point on, you'll be working with Mrs Collins. Collins is a marketing manager that headquarter has chosen to send here to take charge of the "Smarty" account, as well as other products. As you know, after the initial sales success of "Smarty" on the Chinese market, sales fell well below our expectations. As far as I know, Mrs Collins intends to analyze exactly what went wrong and then relaunch the campaign using traditional market techniques. And these will include market research, telephone surveys, spots, et cetera. In any case, she'll soon be here to explain everything in more detail. She should be arriving any moment actually.

*Kopognak az ajtón. Belép egy nő.*

**Mrs Frost:** Oh, here she is. May I introduce Mrs Collins, the new marketing manager of Spector? Mrs Collins this is your...

**Mrs Collins:** Let's not waste time with these introductions. We've got plenty of time for that. I'd like to get down to brass tacks now! Have you all studied my outline?

## Megértési gyakorlat

(Megoldások az 59. oldalon)

A jelenet megértésének ellenőrzésére válaszoljon az alábbi kérdésekre:

- 1** What has happened while Victoria has been away at home with her son?
  - a) "Smarty" was a great success at the Hong Kong International Trade Fair
  - b) Paul has been fired
  - c) Spector has been bought by a Japanese multinational
  
- 2** Why is Victoria no longer in charge of the "Smarty" project?
  - a) Because she has been promoted to director of production
  - b) Because Spector headquarters has called in a marketing manager from Harvard
  - c) Because she is being sent to Japan for a long period
  
- 3** What strategy is Makiko going to use to resolve the crisis?
  - a) Participate in the major trade fairs, open factory outlets for wholesale and start a franchising chain of brand name shops
  - b) Get a quotation on the Stock Exchange
  - c) Convert production to low cost kitchenware
  
- 4** What are Mrs Collins' plans for the "Smarty" campaign?
  - a) Relaunch the campaign using traditional marketing methods
  - b) Hire a famous film star as "testimonial"
  - c) Abandon the Chinese market in favour of South America

## Tegyen próbát!

(Megoldások az 59. oldalon)

### 1. GYAKORLAT

Jelölje be, hogy igazak (*True*) vagy hamisak (*False*) a londoni tőzsdére vonatkozó alábbi mondatok.

- |   | T                        | F                        |
|---|--------------------------|--------------------------|
| 1 The LSE is the world's largest stock market.                                | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 The exchange was founded by a group of banks.                               | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 Trading systems were modernised in 1996.                                    | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 Companies from anywhere in the world can use the exchange to raise capital. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 It's possible to buy LSE shares.  | <input type="checkbox"/> | <input type="checkbox"/> |

### 2. GYAKORLAT

Illessze be a mondatokba a zárójelben levő igék helyes fordítását.

- 1 Markets have ..... today.  
(javul)
- 2 The price of gold ..... low yesterday.  
(csökken)
- 3 Profits have been ..... over the past five years.  
(megfeleződik)
- 4 Many Russian companies are now ..... on the LSE.  
(növel)
- 5 The price of oil ..... after the news.  
(zuhan)

**3. GYAKORLAT**

Egészítse ki a mondatokat a zárójelben levő igék megfelelő alakjával.

- 1 China ..... Germany's GNP in 1998. (overtake)
- 2 Europe ..... the world's fashion industry for the next 10 years. (lead)
- 3 Italy's market share of world trade ..... last year. (drop)
- 4 By this time next year employment ..... by another 2%. (edge up)
- 5 I bought the shares for £2.00; now each share is worth £8.00 – they ..... in value. (quadruple)

**4. GYAKORLAT**

Illessze be az alábbi szavakat a következő mondatokba.

trade  
giants  
gained  
lifted  
due

- 1 FIAT finished up 20.05 points ..... to stronger European sales.
- 2 Software ..... Microsoft and Sun Microsystems were among the main risers.
- 3 The benchmark Dow Jones index finished down 89.02 points or 0.69% at 12,579.37 by the close .....
- 4 Shares in Alitalia ..... 0.8% due to lower jet fuel costs.
- 5 Leading Italian stocks ended the day higher, ..... by rumours of lower interest rates.

## 5. GYAKORLAT

Válassza ki a megfelelő igealakokat az alábbi feladatban.

1 Profits ..... thanks to a good last quarter.

- a) edged down  
 b) edged up  
 c) edged

2 Last year production costs .....

- a) two-folded  
 b) doubled  
 c) fell down

3 We should ..... a profit by this time next year.

- a) be making  
 b) have been making  
 c) have to make

4 Yesterday the Dow Jones index ..... by 0.98%.

- a) fallen  
 b) fell  
 c) felt

5 Brokers around the world ..... software shares after Microsoft announced disappointing third quarter results.

- a) selling  
 b) sell  
 c) have been selling

## Szószedet

**awful** borzalmas, rettenetes; félelmetes

**be in charge of (to)** felelős vmiért

**be in the red (to)** mínuszban van, veszteséges

**beat (to)** üt, ver; legyőz, megver

**below** alatta

**beyond** vmin túl, vmi felett

**book** főkönyv

**book-keeping** könyvelés, könyvvitel

**broking firm** bróker cég

**call for (to)** kér; követel

**clothing** ruházat, öltözet

**confidence** bizalom

**corporate overhaul**

vállalati átszervezés

**due to** vminek köszönhető, vminek következtében

**electronic platforms**

elektronikus platformok

**endure (to)** eltűr, elvisel

**envy (to)** irigyel

**erode (to)** kimar, lepusztít

**firm** vállalat, cég

**frighten (to)** megijeszt, megrémít

**get down to brass**

**tacks (to)** (szleng)

lényegre tér

**global financial community**

globális pénzügyi

társadalom

**happen (to)** bekövetkezik, megtörténik

**introduce (to)** bemutat

**list securities (to)** értékpapírt jegyez

**low** alacsony

**massive** súlyos, tömör

**modernize** modernizál

**momentum** lendület, mozzanat

**prevent (to)** megakadályoz, meggátol

**priced out** nem piacképes ár, mert túl magas

**raise capital** tőkeemelés

**raw materials** alapanyagok

**real-time** reális időn belül

**revenues** bevétel

**rumours** híresztelés, szóbeszéd

**securities** értékpapírok

**sell sth. out (to)** átad, elad (mint kereskedelmi

tevékenység)

**sick** beteg

**shares** részvény

**sink (to)** esik, csökken; süllyed; merül; hanyatlik

**stock market** részvénytőke

**stock** részvénytőke

**survey** felmérés; nyomozás

**take off (to)** elvesz, kivesz

**takeover offer** vételi ajánlat

**thoroughly** gondosan,  
alaposan

**to start with** először is

**trade fair** áruminta vásár

**trouble** nehézség, probléma

**wholesale** nagykereskedelmi  
eladás

**winning** győztes

**work-flow** munkaerő

áramlás

## 14. lecke

# Major changes in the office!

## Today we're off to a new start

### 1. JELENET

*Victoria az irodájában telefonál. Belép Mrs Collins.*

**Victoria** *(telefonba)*: Okay, sweetheart. And remember: do all your homework and then you can watch those cartoons you like so much on TV. I'd better get going then. Okay, bye!

**Mrs Collins**: You do know, don't you Mrs Lee, that personal calls are not allowed during working hours?

**Victoria**: It was just a short call, Mrs Collins. I was just checking in on my son! Don't you have any children?

**Mrs Collins**: I do not. I don't care for children. Now let's get back to work! We've already wasted too much time with this small talk! Mrs Lee, from now on you'll be in charge of all the e.mail correspondence we receive from our website. Keep in mind that I expect satisfactory replies. Specifically, do not try to argue with anyone, just come up with results, invent something! We have to win our customers' trust. They have to know we can satisfy any desire they may have. Even if we can't!

**Victoria:** But Mrs Collins, I've never been responsible for responding to clients e-mails. Our personnel in customer service usually take care of that.

**Mrs Collins:** I don't care how things were done in the past. Today we're off to a new start and you'll take care of the tasks that I assign you. Have I made myself perfectly clear? I do not like to be challenged! Oh... By the way, Mrs Lee... Speaking of e.mail... You'll soon be receiving your work schedule for next week! Good bye!

## I'm tempted to give it all up!

### 2. JELENET

**Victoria:** Ehm, so... This client who has just purchased a pair of outdoor shoes would like to receive a Spector catalogue. "Dear Client, first of all, congratulations on your purchase. In exchange, would it be possible for you to spend five minutes at our company website completing a customer satisfaction survey? Please do not hesitate to contact us with any questions you may have concerning our products. Yours sincerely." I think that works! Who would have ever thought I'd end up doing a job like this? Now that this spiteful woman has arrived to order me around, I'm tempted to give it all up! I wish I had a more creative position! Writing... Now that's my true passion in life!

*E-mail érkezését jelző hang hallatszik. Victoria megrezzen, mintha álomból ébredne fel.*

**Victoria:** Ah! An e.mail... from Mrs Collins! "Mrs Lee, attached you will find your work schedule for next week! Don't forget to keep this in mind at all times! I do not want any more time wasting!" She manages to be a royal pain even writing an e.mail! I don't think I'm gonna hold up for much longer!

*Ismét e-mail érkezését jelző hang hallatszik.*

**Victoria:** Another e.mail! What the hell does she want this time? Ah no, it's from Mr Chang. "Dear Victoria, before leaving, I wanted to send my regards. I'm truly sorry that things have gone so terribly wrong. We worked very well together and I highly appreciated the mutual respect we had for one another. I know that between you and Mrs Collins there's no loss of love. You'll have to believe me when I say that I find her highly unlikable as well. Stiff upper lip! You're an asset

to this company and I'm sure you'll do very well! It's been a great pleasure knowing you and please keep in touch! Let me give you one last piece of advice. In China when we are sad or angry we have a way of relaxing which always works: we close our eyes and have a good laugh. Try it and you'll see that it works." Ah, Mr Chang! I'm going to miss you. He really was a nice person to have around. Let's try his method.

*Becsukja a szemét és nevetni kezd. Nem veszi észre, hogy ekkor lép be Mrs Collins.*

**Mrs Collins:** Mrs Lee! What are you doing? Is this how you work?

## Megértési gyakorlat

(Megoldások a 61. oldalon)

A jelenet megértésének ellenőrzésére válaszoljon az alábbi kérdésekre.

- 1 What does Mrs Collins think about children?
  - a) She loves them and hopes to have one soon
  - b) She doesn't like them at all
  - c) She has three children of her own and loves children
  
- 2 Mrs Collins tells Victoria that from now on her job will be...
  - a) answering customers' e-mails
  - b) conducting a telephone survey to check customer satisfaction with "Smarty"
  - c) analysing sales data
  
- 3 What does Victoria really want to do?
  - a) Write
  - b) Open a restaurant
  - c) Be a managing director
  
- 4 What method for relaxing does Mr Chang suggest to Victoria?
  - a) Breathe through your mouth for five minutes
  - b) Do press-ups with one arm only
  - c) Close your eyes and have a good laugh



## Tegyen próbát!

(Megoldások a 61. oldalon)

Itt az idő a gyakorlásra. Gyakorolja az e-mail-ekben használt hivatalos és nem hivatalos stílust, illetve kifejezéseket.

### 1. GYAKORLAT

Illesze be az alábbi szavakat az e-mail kipontozott helyeire.

see  
attached  
can  
thanks  
hi  
love

..... Sue,  
thanks for the message. Sure I'd ..... to come to the  
party. .... I bring a friend? I've ..... a couple  
of the photos we took at the concert in Feb. .... you  
next week :-)  
Alice

### 2. GYAKORLAT

Fordítsa le angolra az alábbi nem hivatalos kifejezéseket az e-mail nyelvezet felhasználásával.

**1** Válaszolva az e-mailedre...

.....

**2** Nagyon sajnálom, hogy nem válaszoltam...

.....

**3** Folyamatosan informálok.

.....

**4** Tudasd velem, ha szükséged van...

.....

**5** Mellékelem számodra a fájlt.

.....

**3. GYAKORLAT**

Fordítsa le angolra az alábbi hivatalos kifejezéseket az e-mail nyelvezet felhasználásával.

**1** Nagyon hálás lennék, ha...

.....

**2** Amennyiben további információkra van szüksége, kérem, vegye fel velem a kapcsolatot.

.....

**3** Mellékletben küldöm Önnek...

.....

**4** Örömmel közlöm Önnel, hogy...

.....

**5** Elnézését kérem, hogy nem válaszoltam, de...

.....

**4. GYAKORLAT**

Fordítsa le magyarra az alábbi kifejezéseket.

**1** Just a note about...

.....

**2** Attached...

.....

**3** I wonder if you could...

.....

**4** I'm looking forward to seeing you soon.

.....

**5** Please could you ... ?

.....

## 5. GYAKORLAT

Írja le az alábbi szimbólumok angol elnevezését.

1 /

2 .

3 @

4 !

5 ,

## Szószedet

**a piece of** egy, egy darab  
**allow (to)** megenged,  
 lehetővé teszi, hozzájárul

**argue (to)** megvitát;  
 érvel; bizonyít

**care for (to)** gondoz;  
 gondoskodik vmiről

**challenge (to)** kihív;  
 kifogásol

**concern (to)** érint,  
 vonatkozik vmire

**customer** ügyfél

**end up (to)** végez; zár  
**eye** szem

**give up (to)** lemond vmiről,  
 felad vmit, veszni hagy

**have around (to)** körülötte,  
 közelben

**hell** pokol (**what the hell  
 does she want?**

mi az ördögöt akar?)

**hold up (to)** tart, kitart,  
 ellenáll

**loss of love** semmi szerelmi  
 kilengés

**manage (to)** sikerül;  
 irányít, vezet

**mutual** kölcsönös

**order sb. around (to)**  
 rendelést ad le vkinek,  
 parancsolgat vkinek

**pain** fájdalom, szenvedés

**pass on (to)** körbeküld, átad

**royal** nagy, hatalmas;  
 királyi

**reply** válasz

**sad** szomorú

**shoe** cipő

**spiteful** rosszindulatú,  
 gonoszkodó

**stiff upper lip** (felkiáltás)  
 hajrá! kitartás!

**sweetheart** szívem,  
 kedvesem

**tempt (to)** próbára tesz,  
 rábeszél

**trust** bizalom

**unlikable** antipatikus;  
 ellenszenves

**win (to)** győz; elér

**work (to)** működik,  
 hatékony; dolgozik

# A feladatok megoldása

## 11. lecke

### HOW TO DEVELOP A WINNING BUSINESS PLAN

#### Megértési gyakorlat (11. old.)

1) b; 2) b; 3) c; 4) a

#### Tegyen próbát! (12. old.)

##### 1. GYAKORLAT

1) lgaz; 2) lgaz; 3) Hamis; 4) lgaz; 5) lgaz

##### 2. GYAKORLAT

1) info.; 2) p.l.c.; 3) pp.; 4) ref.; 5) a/c

##### 3. GYAKORLAT

- 1) first
- 2) that is
- 3) as soon as possible
- 4) compare
- 5) for the attention of

##### 4. GYAKORLAT

The 1<sup>st</sup> Q. concerned the position of G.B. in the project. S.E. replied that approx.  $\frac{1}{2}$  of the funds would come from a U.K. govt. dept.

**5. GYAKORLAT**

The third question referred to the number of pages needed to give maximum information with minimum language difficulty. The answer was about 20 pages but possibly less.

## 12. lecke

### THE INTERNET ERA

**Megértési gyakorlat (23. old.)**

1) c; 2) a; 3) a; 4) b

**Tegyen próbát! (24. old.)****1. GYAKORLAT**

1) Hamis; 2) Igaz; 3) Hamis; 4) Igaz; 5) Igaz

**2. GYAKORLAT**

- 1) broad band
- 2) food
- 3) campaign
- 4) delivery
- 5) market

**3. GYAKORLAT**

- 1) How are your Internet sales doing? Very well, they're increasing by 15% a year.
- 2) What type of net access have you got? Broad band.
- 3) Why do you shop online? It's convenient.
- 4) How do you check prices online? I use Kelkoo.
- 5) When do you go online? At weekends or after work.

**4. GYAKORLAT**

1) on; 2) a; 3) to; 4) got; 5) does

**5. GYAKORLAT**

- 1) Wrong; Pricerunner, Froogle and Kelkoo do not sell goods.
- 2) Wrong; I buy all my CDs on the Internet.
- 3) Right
- 4) Wrong; I typed in the name of the product.
- 5) Right

**13. lecke**  
**BIG CHANGES AHEAD****Megértési gyakorlat** (35. old.)

- 1) c; 2) b; 3) a; 4) a

**Tegyen próbát!** (36. old.)**1. GYAKORLAT**

- 1) Hamis;
- 2) Hamis;
- 3) Hamis;
- 4) Igaz;
- 5) Igaz

**2. GYAKORLAT**

- 1) improved;
- 2) dropped;
- 3) halved;
- 4) increased;
- 5) fell

**3. GYAKORLAT**

- 1) overtook
- 2) will lead
- 3) dropped
- 4) will have edged up
- 5) have quadrupled

**4. GYAKORLAT**

- 1) due; 2) giants; 3) trade; 4) gained; 5) lifted

**5. GYAKORLAT**

- 1) edged up  
 2) doubled  
 3) be making  
 4) fell  
 5) have been selling

**14. lecke****MAJOR CHANGES IN THE OFFICE!****Megértési gyakorlat (47. old.)**

- 1) b; 2) a; 3) a; 4) c

**Tegyen próbát! (48. old.)****1. GYAKORLAT**

- 1) Hi; 2) Love; 3) Can; 4) Attached; 5) See

**2. GYAKORLAT**

- 1) Re your e.mail...  
 2) Sorry I didn't answer...  
 3) I'll keep you posted.  
 4) Let me know if you need...  
 5) I've attached the file.

**3. GYAKORLAT**

- 1) I'd be grateful if you could...  
 2) Do not hesitate to contact me should you need any further information.  
 3) Please find attached...  
 4) I'm delighted to tell you that...  
 5) I apologize for not answering, but...





# ENGLISH *today*

## BUSINESS LEVEL

### ANGOLNYELV-OKTATÓ PROGRAM

**Lesson 11:** On the job. How to develop a winning business plan

- Ötletek és gyakorlati tanácsok jegyzeteléshez
- Jelentés készítése
- Angol nyelvű országokban használt betűszók és rövidítések

**Lesson 12:** On the job. The internet era

- Online vásárlás
- Internetes vásárlók és eladók által használt kifejezések

**Lesson 13:** On the job. Big changes ahead

- Piaci tendenciák bemutatására használt kifejezések
- „Market report” (Piaci jelentés) általános kifejezései

**Lesson 14:** On the job. Office revolution!

- Ötletek és gyakorlati tanácsok e-mail írásához
- Hivatalos és nem hivatalos nyelvezet összehasonlítása



KÖNYV

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Minden jog fenntartva! A szerzői jogvédelem alatt álló, nyelvvoktatócsomag film-, hang- és írott anyagát másolni tilos!  
A DVD nyilvános helyen történő, engedély nélküli vetítése tilos! Minden ilyen cselekmény büntetést von maga után!

Kizárólag a Népszabadság engedélyével hozható forgalomba.