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## ПРЕДИСЛОВИЕ (PREFACE)

Уважаемый читатель!

В руках у вас учебное пособие «Business English», являющееся составной частью серии учебных пособий под общим наименованием «Современный английский язык делового и профессионального общения». Почему именно «бизнес» для студентов и слушателей, изучающих реалии современного английского языка? В нашей стране английский язык делового общения (Business English) все чаще привлекает внимание преподавателей и студентов. Ведущие российские и зарубежные издательства предлагают широкий выбор учебных пособий, курсов и словарей языка делового общения, однако среди имеющегося разнообразия наименований ощущается нехватка таких аутентичных материалов, которые в большей степени отвечали бы нуждам русскоязычных студентов и стали бы их надежным подспорьем в эффективном обучении языку бизнеса. Дело в том, что русскоязычные студенты до сих пор крайне мало знают о предпринимательской деятельности и особенностях делового мира. Долгое время распространенные в западном мире понятия, например: share (акция), dividend (дивиденд), income or revenue (доход), interest (процентная ставка) и мн. др., использовались в нашей стране главным образом, ограниченным кругом специалистов и находились на периферии нашего видения мира. В связи с развитием рыночной экономики и вхождением России в мировое сообщество понятия из сферы бизнеса стали настойчиво входить в наше речепотребление, но трудности понимания в этой области были и остаются. Надеемся, что данное пособие поможет преодолеть их.

Содержание настоящего комплекса организовано вокруг шести опорных тем:

- Business and Economics (Chapter I);
- Markets and Marketing (Chapter II);
- Organizational Structure of the Company (Chapter III);
- Money and Financing (Chapter IV);
- Business Law and Ethics (Chapter V);
- Job Placement (Chapter VI).

Каждая из узловых тем представляет из себя тематически законченный модуль, который может быть использован в качестве отдельного учебного пособия. В рамках каждого модуля учебный материал дробится на более частные темы. Например, в разделе **Business and Economics** планомерно разъясняются особенности понятий бизнеса, а также особенности языка делового общения как подъязыка для специальных целей (The Nature of Business), рассматриваются особенности работы бизнеса в рамках рыночной экономики (The Private Enterprise System), показаны основные сферы окружения бизнеса (Business Environments), дается определение экономики и экономических систем в их взаимосвязи с бизнесом (Economic Systems), вскрывается механизм депрессионных явлений в экономике (Economic Stability), проводится разграничение между крупным и малым бизнесом (Small Business) и т. д. Представляя шаг за шагом разные аспекты предпринимательской деятельности, составители комплекса стремятся помочь лучше понимать мир бизнеса. Данное стремление обусловило выбор методики подачи учебного материала, в связи с чем в основу построения пособия положен принцип интеграционного обучения иностранному языку, когда обучаемый курс бизнеса изучается на иностранном языке. При этом изучение английского языка превалирует над профессией.

Каждый из опорных тематических разделов и составляющих его подразделов (Units I–XXIX) опирается на некоторый объем лексического материала. При этом важно сознавать, что изучающим английский язык делового общения предлагается, прежде всего, определенный вид лексических единиц. Внимание студентов ориентируется на ключевые слова (key words) и словосочетания, без которых нельзя обойтись в освоении мира бизнеса. Эти слова обозначают весьма существенные для мира бизнеса понятия, тенденции и взаимоотношения и, по сути, являются ключевыми терминами (key terms) бизнеса. Для запоминания такой лексики в пособии представлена система

квизов (Key Terms Quiz), которая широко применяется в высшей школе США и других англоязычных стран. При этом каждый из ключевых терминов, представленных в пособии, снабжен простым для понимания объяснением значения. На выходе, если вы знаете предлагаемые в комплексе термины, вы лучше понимаете все, что происходит в мире бизнеса. Иначе говоря, обеспечивается адекватное восприятие мира бизнеса и тем самым в большой степени снимается проблема понимания. При подборе ключевых терминов авторы опирались на компьютерную базу данных в виде корпуса The Bank of English, включающего как устные, так и письменные образцы английской речи, реализованные в рамках словаря Collins COBUILD Business English Dictionary (1995). Для овладения лексическим бизнес-минимумом и анализа употребления бизнес лексики в различных стилевых оформлениях авторы настоящего пособия использовали аутентичные тексты из учебных пособий по бизнесу таких известных авторов как Heather Ferlicchia, Bill Mascull, Louis Boone, David Kurtz, Hawley Roddick, John Flower, Michael McCartney, Philip Kotler, Garry Armstrong и др. Кроме того, использованы тексты деловой тематики из таких авторитетных британских и американских изданий, как The Economist, The Times, Sunday Times, The Independent, The Guardian, The Wall Street Journal, Today, The Financial Times; транскрипты радиопередач BBC и Voice of America, а также отрывки из художественных произведений известных английских и американских авторов: O. Henry, Mark Twain, Jack London, Kate Chopin, John Steinbeck, Bernard Shaw, Washington Irving и др. Официально-деловой стиль наиболее полно представлен текстами нормативных и иных официальных документов.

Большое внимание в рамках настоящего комплекса уделено вопросам обучения студентов и слушателей аудированию деловой речи. Каждый из опорных тематических разделов и составляющих его подразделов содержит в себе аутентичные аудио тексты, отражающие реалии современного английского языка делового общения и направленные на закрепление навыков понимания деловой речи на слух. В целом для этих целей служит разработанная авторами программа компьютерной поддержки УМК. Данная программа может рассматриваться как отдельный интерактивный компьютерный курс, основанный на материалах радиостанций BBS и Voice of America. При этом в курс вошли 29 популярных радио-программ по бизнесу, экономике, финансам, праву. Компьютерная программа содержит MP3 дорожки с фонограммами использованных передач и их текстовые расшифровки выборочно с их переводом на русский язык. Диск может использоваться в компьютере — в качестве обучающей программы, и MP3-плеере — как аудио-курс. Работа пользователя с программой включает в себя не только прослушивание фонограмм, но и выполнение тестов для самоконтроля и эффективных упражнений (в том числе и с помощью микрофона), направленных на освоение бизнес-лексики, восприятие речи на слух и перевод. Важным достоинством курса является то, что он отражает реалии международного бизнеса.

Вопросы после базовых текстов (Review and Discussion Questions) — это не только фокусировка на пересказе этих текстов, но и предоставление студенту и слушателю возможности переработать полученные навыки в области языка и использовать их в реальной деятельности в рамках типичных профессиональных речевых ситуаций. Кроме того, студентам предоставляется возможность на базе вопросов проведения ролевых игр в целях освоения и закрепления навыков разговорной речи в рамках основных реалий делового английского языка.

**Глава VII (Chapter VII)** представляет собой систему тестов и контрольных вопросов касаясь пройденного материала курса. Здесь же можно найти правильные ответы квизов (контрольных вопросников).

Справочная часть пособия (**Chapter VIII — Reference Sources**) содержит ряд крайне полезных как для учебного процесса, так и для практической деятельности справочных материалов, в частности, образцы нормативных документов и контрактных проформ с добротным их переводом на русский язык; терминологические и фразеологические глоссарии; толковый словарь делового жаргона, а также значительное количество аутентичных текстов для дополнительного чтения и перевода.

Представленные в пособии материалы, включая их методическое оформление, прошли апробацию на практических занятиях студентов и слушателей Южно-Сахалинского института экономики, права и информатики, Сахалинского государственного университета, а также в рамках курсов повышения квалификации по дополнительным образовательным программам по общим наименованием «Современный английский язык делового и профессионального общения»; среди сотрудников различных компаний Сахалинской области.

В целом данное пособие предназначено для продвинутого этапа обучения. Материалы комплекса могут использоваться на занятиях с преподавателем и при самостоятельном изучении современного английского языка делового общения. Данное пособие может быть основным учебником в курсе Business English, но может предлагаться и в сочетании с другими учебными пособиями. При этом авторы надеются, что данное пособие поможет всем заинтересованным лицам в освоении реалий современного английского языка делового и профессионального общения, научит ориентироваться в типичных ситуациях, возникающих в сфере профессиональной коммуникации, и с помощью полученных знаний реализовать себя в бизнесе и карьере.

Автор выражает глубокую признательность рецензентам — кандидату педагогических наук, доценту кафедры иностранных языков ГОУ ВПО «Российская таможенная академия» Переваловой Т. В. и зав. кафедрой английской филологии НЧОУ ВПО «Южно-Сахалинский институт экономики, права и информатики», кандидату филологических наук, доценту М. Г. Маловичко за положительную оценку данного учебно-методического комплекса.

Лицам, изучающим английский язык делового общения в сфере современного бизнеса желаем успехов в учебе и интересной работы в будущем. Пусть процесс познания полезного и нового доставит вам массу положительных эмоций.

**В добрый путь!  
Good luck!**

# CHAPTER I. BUSINESS AND ECONOMICS

## UNIT I. THE NATURE OF BUSINESS

### I. Listening

#### LET'S DO BUSINESS: I MADE A SWEETHEART DEAL LAST MONTH

1. Before you listen to the following broadcast match the expressions in the left column with their translation in the right one.

1. sweetheart deal	a. в письменном виде
2. blue chip company	b. полюбовная сделка
3. to cut corners	c. «голубая фишка»
4. cold calls	d. ковать железо пока горячо
5. hard sells	e. «мухлевать»
6. to be at a loss	f. «холодные звонки» (навязывание товара по телефону неизвестным абонентам)
7. cut backs	g. навязывание товара; настойчивое рекламирование
8. to gain ground	h. «большая шишка»; важная персона
9. to sell like hotcakes	i. находиться в затруднительном положении (убытке)
10. in the black	j. большие сокращения
11. in the red	k. продвигаться вперед, делать успехи
12. big gun	l. иметь большой спрос; легко продаваться
13. to strike while the iron is hot	m. без убытков; с прибылью
14. in black and white	n. в убытке

2. Listen to the text; answer the questions below using the abovementioned key words.

1. What does a sweetheart deal mean?
2. What business did the author of the story run?
3. Did she work hard in order to grow her company?
4. What did she do in order to earn the company's profit?
5. What were the results of the author's hard working?
6. What was the author's friend in the sign-making business?
7. How did they make the sweetheart deal? Was it a successful deal for both of them?

3. Listen to the text again; check your answers; name the main idea and retell the story.

II. Read and translate the following texts and be ready for their discussion on the basis of active vocabulary, key terms quiz, review and discussion questions.

### WHAT IS BUSINESS

What do we think of when we hear the word «business»? Some of us think of our job, others think of the merchants they deal with as customers and still others think of the millions of firms that make up the world's economy.

This broad, all-inclusive term can be applied to many kinds of enterprises. Businesses provide the bulk of our employment as well as the products we enjoy.

**Business** consists of all-profit-seeking activities and enterprises that provide goods and services necessary to an economic system. Some businesses produce tangible goods, such as automobiles, breakfast cereals, and computer chips; others provide services, such as insurance, concerts, car rentals, and lodging.

## Role of Profits

Profits are a critical ingredient in accomplishing the goals necessary to constantly improve standards of living.

**Profits** represent rewards of the business person who takes the risk involved in blending people, technology, and information in creating and marketing want-satisfying goods and services that provide customer satisfaction. Even though accountants think of profits as the difference between a firm's revenues and expenses involved in generating these revenues, it is useful to think of profits as serving as an incentive for people to start companies, expand them, and provide consistently high-quality, competitive goods and services.

### Social Responsibilities and Business Ethics

Just as important as profits are the social and ethical responsibilities that successful business must meet. This means organizations must act responsibly in their dealings with employees, consumers, suppliers, competitors, government, and the general public if they are to succeed in the long run.

### Business Concepts in Non-Profit Organizations

Even though our definition of business focuses on the operation of firms whose objectives include earning a profit for their owners, it is clear that the business concepts discussed in this text apply equally to those **non-profit organizations** — whose primary objective is something other than returning profits to their owners. This sector includes museums, libraries, religious and human-service organizations, secondary schools, many health-care facilities, colleges and universities, symphony orchestras, fraternal organizations, and thousands of other groups, such as governmental agencies, political parties, and labor units.

Even though non-profit organizations have service objectives not keyed to profitability targets, they still must secure sufficient revenues in the form of membership fees, ticket sales donations, and grants to cover their costs.

(Based on: Kurtz D., Boone L., Boone and Kurtz Business)\*.

*III. Here is the text which illustrates the main responsibilities of business to the general public. Translate this text and be ready for its discussion on the basis of active vocabulary, key terms quiz, review and discussion questions.*

## TO WHOM IS BUSINESS RESPONSIBLE

Just what does business owe to the society? A company, after all, must make money in order to survive in the marketplace. If it goes bankrupt, many people could suffer, including employees, customers, and their families. What happens when, in order to stay in business, a company does things that could be considered harmful? The social responsibility can be classified according to relationships a business has with the general public, customers, employees, investors, and the financial community. Many of these relationships stretch beyond national borders.

### Responsibilities to the General Public

Businesses have responsibilities to the general public including dealing with public health issues, protecting the environment, and developing the quality of the work force.

**Public health issues.** Public health concerns include — but are not limited to — issues such as smoking, substance and alcohol abuse, and AIDS. Drugs and alcohol abuse are serious public health problems. Motor vehicle accidents are a major killer, and many serious crashes are caused by drunk drivers. For these reasons, public opposition to alcohol advertising is growing steadily. Many consumers view both alcohol and tobacco advertising as social irresponsible. Some brewers have tried to counter these arguments by sponsoring advertising campaigns that promote moderation. AIDS represents a different type of challenge to business; while no one accuses industry of causing AIDS, firms nonetheless must deal with its consequences. AIDS (acquired immunodeficiency syndrome) is a fatal disease that breaks

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\* Аудиотексты и транскрипты к ним Вы можете найти на CD, прилагаемом к настоящему учебно-пособию.

down the body's ability to defend itself against illness and infection. The rapid spread of AIDS means that companies will increasingly find themselves educating their employees about it and dealing with employees who have the deadly disease. Do companies have the right to test potential employees for the AIDS virus? This is a difficult question in which a business must balance the rights of individuals against the rights of society in general.

**Protecting the environment.** Ecology and environmental issues continue to be important to the public. **Ecology** — *the study of the relationships between living things and their environment* — is nowadays a legal as well as a societal issue for managers to consider. **Pollution** — *tainting or destroying a natural environment* — is a major ecological problem today. Every time we throw away a plastic box, a newspaper, or a glass bottle, we are adding to the world's trash problem. Garbage just never seems to die. In such situation an important solution is **recycling** — *reproducing used materials so they can be reused*. Recycling could provide much of the raw materials we need for manufacturing, but we need to do a lot more of it.

**Developing the Quality of the Work Force.** In the past, a nation's wealth often has been thought to consist of its money, production equipment, or natural resources. A country's true wealth, however, lies in its people; an educated, skilled work force. It is becoming increasingly clear that, in order to remain competitive, a business must assume to more responsibility for developing the quality of its work force. Companies also must encourage employees to learn new skills both to help themselves and to help the company remain competitive.

(Based on: media records)

#### ACTIVE VOCABULARY

advertising expenditure	расходы на рекламу
business conduct	ведение дела (осуществление предпринимательской деятельности)
business ethics	нормы деловой этики
competitor	конкурент
consumer	потребитель (покупатель)
customer	заказчик, покупатель, клиент
donations and grants	пожертвования и субсидии
earning a profit	извлечение прибыли
entrepreneur	бизнесмен, делец, предприниматель
enterprise	предпринимательство (предприятие)
final (end) product	конечный продукт
firm's revenues and expenses	доходы и расходы компании
fiscal accounting	финансовый учет
flourishing firm	процветающее дело (компания)
foodstuff	продукты питания
general public	широкая общественность
GNP (Gross National Product)	валовой национальный продукт
governmental agency	правительственный (государственный) орган, исполнительная власть
good value	стоимость товара
intangible goods	нематериальные товары (услуги)
mediator (middleman)	посредник
membership fee	вступительный (членский) взнос
nonproductive/nonproduction sphere	непроизводственная сфера (экономики)
non-profit organization	некоммерческая организация
on one's own risk and responsibility (account)	на свой риск и под свою ответственность
overwhelming majority	подавляющее большинство
per-capita	на душу населения, на человека
private enterprise system	частное предпринимательство
profit	прибыль
profitability target	цель извлечения прибыли
sales volume (result); volume of sales	объем продаж



satellite communications	спутниковая связь
service objective	задача по предоставлению услуг
share of the market	доля рынка
social responsibility	социальная ответственность
standard of living	жизненный уровень, уровень жизни; материальное благосостояние
subpurchaser	перекупщик
supplier	поставщик
supply and demand	спрос и предложение материальные (реальные, физические) товары
tangible goods	технология
technology	покрывать расходы (затраты)
to cover one's costs	извлекать (получать) прибыль
to earn the profit	выходить на рынок (входить в рынок)
to enter the market	повышать уровень благосостояния
to improve standards of living	предоставлять товары и услуги
to provide goods and services	получать доходы, достаточные для покрытия затратной части предприятия
to secure sufficient revenues	создавать (учреждать) бизнес (предприятие)
to start the business	ведение (осуществление) бизнеса
to run the business	удовлетворяющие спрос товары и услуги
want-satisfying goods and services	

**IV. Translate the following texts from Russian into English and be ready for its discussion on the basis of active vocabulary, key terms quiz, review and discussion questions.**

### **СУЩЕСТВО БИЗНЕСА (THE NATURE OF BUSINESS)**

**Бизнес** — это экономическая деятельность по ведению собственного дела, которая осуществляется предпринимателем на свой риск и под свою ответственность с целью получения прибыли. Множество случаев развала интереснейших инновационных проектов, крушения процветающих фирм, разорения преуспевающих бизнесменов заставляет всерьез задуматься об основных принципах создания и существования успешного бизнеса. На полках книжных магазинов сейчас можно увидеть сотни книг по маркетингу, менеджменту, финансовому учету, но большинство из них не дают ответа на один простой вопрос: Что составляет суть любого бизнеса? Будь то торговля пирожками, производство компьютеров или создание систем спутниковой связи. Ситуация аналогична медицине: очень часто врачи лечат следствие, а не причину болезни. А ведь для успешного излечения весьма важно избавиться не только, и не столько от следствий, но и — что наиболее важно — от причин заболевания. То же самое происходит и в бизнесе — подавляющее число менеджеров заняты «лечением» последствий, а не распознаванием и устранением причин. А ведь гораздо важнее понять, в чем причины любой из проблем, что было упущено в процессе принятия и осуществления бизнес-решений. Для этого необходимо понять основы любого бизнеса, а также причины того, что влияет на успех предпринимательской деятельности. Необходимо разобраться, почему одни компании процветают, а другие тихо умирают.

Так какой же товар или услугу предложить рынку? При организации бизнеса многие из нас либо пытаются продавать то, что они имеют или умеют делать, либо пытаются повторить чей-то успех. В большинстве случаев попытки эти обречены на провал. Если вы не добились успеха, занимаясь той или иной деятельностью в одной фирме, то вряд ли сможете добиться гораздо большего в другой, занимаясь тем же самым. Если кто-то добился высоких результатов на каком-то поприще, то это не означает, что и вы будете так же успешны в этом. Ведь вы другой человек, у вас другие возможности и способности. Мировая статистика говорит, что бизнес имеет высокую рентабельность только тогда, когда он завоевывает не менее 25% своего сектора рынка. Отсюда возникает правило эффективности бизнеса: Выходите на те рынки, где наблюдается максимальный разрыв между спросом и предложением. Именно на таком

рынке вы добьетесь максимального успеха — большей доли рынка и большей прибыльности.

**Реальный бизнес** — это бизнес, приносящий реальные доходы. Мы часто называем производство физических товаров реальной экономикой, а на самом деле, она давно виртуальна — собственно производство составляет лишь незначительную долю всех расходов по доведению товара до покупателя. Большая часть стоимости любого товара создается в непроизводственной сфере. В настоящее время около 80% валового национального продукта в США создается в сфере услуг. Известно, например, что расходы фирмы Procter & Gamble на рекламу составляют около 40% от объема продаж. Таким образом, на пути к потребителю стоимость товара увеличивается в 16–25 раз за счет расходов на складирование, транспортировку, налоговые платежи и, главным образом, на рекламу и распространение. То есть, покупая какой-либо товар, мы не столько оплачиваем сам товар, сколько финансируем огромную армию агентов, посредников, перекупщиков, перевозчиков, рекламщиков, продавцов — людей, не имеющих никакого отношения к производству.

Да и сам товар, в общем-то, и не является предметом купли-продажи. Часто называемый «реальным», физический товар, по своей сути, является лишь инструментом, позволяющим покупателю удовлетворить какую-либо его потребность. Мы покупаем продукты питания, чтобы удовлетворить потребность в еде. Мы покупаем пылесосы, чтобы удовлетворить потребность в уборке помещения. Конечным продуктом, даже при продаже физического товара, является не сам товар, а услуга, которую нам могут предоставить. Мерой реальности любого бизнеса является получение им реальной прибыли, а не то, в какой сфере он работает — производственной или сфере услуг. Бизнес просто должен быть бизнесом.

(Based on: J. A. Economics)

### V. Key Terms Quiz

**Insert the necessary terms using the basic terminology from the above-stated texts; translate them into Russian. Think out and reproduce some examples using such key terms.**

	<ol style="list-style-type: none"><li>1. All profit-seeking activities and enterprising that provide goods and services necessary to an economic system.</li><li>2. Rewards for the business person who takes the risk involved in blending people, technology, and information in creating and marketing want-satisfying goods and services that provide customer satisfaction.</li><li>3. Organization whose primary objective is something other than returning profits to their owners.</li><li>4. The application to business of knowledge based on discoveries in science, inventions, and innovation.</li><li>5. Standards of business conduct and values.</li><li>6. Management philosophy that highlights the social and economic effects of managerial decisions.</li><li>7. Non-profit organization which has the proper authorities acting on behalf of the State.</li><li>8. Funds received from sales of products and services and from interest payments, dividends, royalties and rents.</li><li>9. A risk taker in the private enterprise system, specifically a person who creates a new business.</li><li>10. People with the purchasing power and authority to buy.</li><li>11. The annual total value of goods and services provided by a country, plus the total income from abroad.</li><li>12. Non personal presentation usually directed at a large number of potential customers.</li><li>13. The study of the relationships between living things and their environment.</li><li>14. Reproducing used materials so they can be reused.</li><li>15. A person, firm, company or other organization which makes or produces a product, buys and sells goods or provide some kind of service for the purpose of making a profit; trading generally; the practice of commerce</li></ol>
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## VI. Review and Discussion Questions

1. What does the word **business** mean in its broad sense? Read and translate the following text and be ready to discuss it from the position of business in its broad meaning:

### A WEDDING FOR EVERY BUDGET

A very special wedding took place on July thirty-first in a small town in New York State. Chelsea Clinton married Marc Mezvinsky. Chelsea is the daughter of former President Bill Clinton and the current Secretary of State Hillary Clinton. Marc is the son of two former Democratic members of Congress — Marjorie Margolies-Mezvinsky and Edward Mezvinsky. The Clintons tried to keep the wedding top secret. Guests were not told where the wedding was to be held until a week before the event. But word leaked out that it was to take place in the town of Rhinebeck, about a two-hour drive from New York City. People and businesses in the town who were involved in the wedding were not permitted to talk about it. Reporters were not permitted to go near the wedding. Planes and news helicopters were not permitted to fly over it.

About four hundred people reportedly attended the wedding. It was held in a huge tent on the grounds of a famous house called Astor Courts overlooking the Hudson River. It included traditions from both religions of the bride and groom. Ms. Clinton is Methodist and Mr. Mezvinsky is Jewish. The wedding got an extreme amount of attention from the media. Some called it the wedding of the year — or the decade — or the century.

But many other weddings are taking place in the United States this summer. The most popular months are June, July and August. Each year, more than two million weddings take place in the United States. More than seventy billion dollars is spent on those weddings. And that does not include honeymoon travel for the newlyweds. Some people have big weddings and invite everyone they know. Some have small, simple weddings and invite only their closest friends and family members. And some elope. They get married first and tell people later.

Spending on weddings has reportedly dropped about ten percent in recent years because of the economic recession. Still, the average cost of a wedding is more than twenty thousand dollars. However, people can find many ways to save money on their weddings. For example, they invite fewer people. Or they buy flowers from a local farmer's market instead of a professional florist. The bride may buy a used gown rather than paying thousands of dollars for a new one. Traditionally the bride's parents pay for the wedding. But Americans now get married at an older age than they once did. So working couples might pay for some or all of the wedding themselves. Or the two families share the costs. Many parents of brides think this is a wonderful idea.

Many couples plan their weddings themselves. But some hire a wedding planner to organize everything for them. The planner helps the bride find a wedding dress as well as dresses for her bridesmaids. The planner helps find a place for the reception after the ceremony. And the planner organizes all the details for the celebration, from the flowers to the food to the entertainment. Finally, during the ceremony and reception, the planner makes sure that everything takes place as planned.

Some couples have a religious ceremony. Others have a civil wedding before a judge or some other official. And some have both. During a wedding, the couple might read special vows or promises that they have written for each other. Many ceremonies share common customs. For example, the bride may wear a long white dress and have a white veil over her face. An old tradition says brides should wear something old, something new, something borrowed and something blue. These four things are supposed to bring good luck. The groom traditionally wears a tuxedo. Picture a nervous penguin if the suit is black and the shirt is white. Usually the bride's father or another relative walks her down the aisle and presents her to the groom. Sometimes both parents share this tradition.

Different cultures have their own traditions. For example, African-American weddings may include «jumping the broom.» This is an old tradition where couples jump over a broomstick laid on the ground. America is known as a nation of immigrants. Each group brings its own wedding customs and traditions to the mix. But one tradition at most weddings is music.

There might be recorded dance music or a live band at the reception. At the wedding itself, many couples hire small chamber groups to play classical music before and at the end of the ceremony. One musical tradition is «Trumpet Voluntary.» Another classical favorite at weddings is «Sheep May Safely Graze» by Johann Sebastian Bach. During the reception, the guests dance to popular music, like this song.

Some couples have a «destination wedding.» Think of it as a wedding and honeymoon all in one. The bride and groom invite a small group of guests to travel someplace special for the ceremony. Some couples want to get married in a famous place like Disneyland or Las Vegas. Others choose a place that will not be too far for all the guests to travel. Or they choose someplace where many other people have gotten married. Many couples get married on the beach in Hawaii, in Mexico or an island in the Caribbean. With many weddings, the celebration lasts three days. Many of the guests are invited to a dinner on the night before the wedding. Then there is the reception after the ceremony, and often another meal the following morning.

Thanks to the Internet, couples can make a lot of their wedding preparations online. One popular website, for example, is [theknot.com](http://theknot.com). It provides information and tools to plan a wedding — from dresses to invitations to cakes. Technology has also made it easier for other people to decide what to give the couple for a wedding gift. The future newlyweds can go to stores and choose the gifts they would like to receive. The information is entered into a list on a wedding registry. Friends and relatives do not even have to go to the store to choose a gift from the registry. They can order online. Gift registries help the bride and groom get things they want and avoid things they do not want — like three of the same gift. Some couples planning a wedding create their own websites so they can provide information to the people they invite.

With all the planning that goes into some weddings, it is easy to forget what the event is all about. A minister in Maryland advises couples to remember one thing. The wedding is over quickly, but the feelings for each other have to last a lifetime.

2. Define the term **business** in its narrow or special meaning and explain its role within the relationships of people under the private enterprise system.
3. What is the main purpose of each business? Define the term **profit** and explain its role in the private enterprise system. «Profit sometimes has been described as the regulator of the private enterprise system». Explain the meaning of this component.
4. What does the term **income** (revenue) mean? Which role does income play in our everyday life and in business? Which are the main relationships between income and consumers' spending? In order to understand this problem better read and translate the following broadcast report and be ready for its discussion from the positions of business and linguistics:

### US CONSUMER SPENDING, PENDING HOME SALES; INCOME FALLS

American consumers spent more and saved less while their incomes fell, according to the latest U. S. government figures. Meanwhile, America's housing market is showing continued signs of possible recovery. Consumer spending accounts for more than two-thirds of U. S. economic activity, making it one of the most closely watched economic indicators. The Commerce Department reports that Americans boosted spending 0.4 percent in June — slightly more than what economists had expected. It was the second consecutive monthly rise in consumer spending, and it was accompanied by a lower savings rate.

Americans spent more despite lower incomes. Personal income fell 1.3 percent — the largest monthly drop in four years. The decline reversed a 1.3 percent increase in personal incomes in May that economists attributed to special payments the government made to try to revive the economy. But PNC Financial Services Group economist, Robert Dye says there might be better times ahead. «As we get well into the third quarter and the fourth quarter [of this year], we will start to see income numbers stabilize as job losses stabilize and hopefully swing back to positive by the end of the year and these spending numbers start to firm up a little bit,» he said.

In recent days, many Americans have been spending on new cars — nearly exhausting a \$1 billion federal program that pays consumers up to \$4,500 to trade in old vehicles for new, more fuel-efficient ones. «The 'Cash for Clunkers' [i.e., cash for old cars] program has been an unqualified success,» said Vice President Joe Biden. «It has boosted demand for cars and spurred consumer spending.» Senate Majority Leader Harry Reid is expressing confidence that the Senate will approve a \$2 billion extension of the program.

Last week saw a boost in existing home sales in the United States. Now there is word that pending home sales are also up for the fifth consecutive month — a sign that the long-awaited recovery in America's battered housing sector might continue.

Walter Maloney is a spokesman for the National Association of Realtors, which tracks home sales. «Home sales should continue to gradually trend upward over the course of the year,» he said. «We have got affordable prices and historically-low interest rates.»

Sharply declining housing values and a rash of home foreclosures in 2007 and 2008 were blamed in large part for triggering the U. S. financial crisis and helping to plunge the nation into the longest recession since World War II. A rebound in the housing sector is seen as one key to an overall economic recovery.

5. What does the term deal (transaction, bargain) mean? Explain the meaning of this word. Also explain the meaning of the phrase «Bargain is a bargain». Which types of deals do you know? What does the word illegal deal mean? A lot of writers tried to describe the deal and its meaning within a business and human life process. Here is a short story of a famous American writer O. Henry. Read and translate the following text:

### THE RANSOM OF RED CHIEF

It looked like a good thing. But wait till I tell you. We were down south, in Alabama — Bill Driscoll and myself — when this kidnapping idea struck us. There was a town down there, as flat as a pancake, and called Summit. Bill and I had about six hundred dollars. We needed just two thousand dollars more for an **illegal land deal** in Illinois. We chose for our victim — the only child of an influential citizen named Ebenezer Dorset. He was a boy of ten, with red hair. Bill and I thought that Ebenezer would pay a ransom of two thousand dollars to get his boy back. But wait till I tell you. About two miles from Summit was a little mountain, covered with cedar trees. There was an opening on the back of the mountain. We stored our supplies in that cave.

One night, we drove a horse and carriage past old Dorset's house. The boy was in the street, throwing rocks at a cat on the opposite fence.

«Hey little boy!» says Bill, «would you like to have a bag of candy and a nice ride?»

The boy hits Bill directly in the eye with a piece of rock. That boy put up a fight like a wild animal. But, at last, we got him down in the bottom of the carriage and drove away. We took him up to the cave. The boy had two large bird feathers stuck in his hair. He points a stick at me and says:

«Ha! Paleface, do you dare to enter the camp of Red Chief, the terror of the plains?»

«He's all right now,» says Bill, rolling up his pants and examining wounds on his legs. «We're playing Indian. I'm Old Hank, the trapper, Red Chief's captive. I'm going to be scalped at daybreak. By Geronimo! That kid can kick hard.»

«Red Chief,» say I to the boy, «would you like to go home?»

«Aw, what for?» says he. «I don't have any fun at home. I hate to go to school. I like to camp out. You won't take me back home again, will you?»

«Not right away,» say I. «We'll stay here in the cave a while.»

«All right!» says he. «That'll be fine. I never had such fun in all my life.»

We went to bed about eleven o'clock. Just at daybreak, I was awakened by a series of terrible screams from Bill. Red Chief was sitting on Bill's chest, with one hand holding his hair. In the other, he had a sharp knife. He was attempting to cut off the top of Bill's head, based on what he had declared the night before. I got the knife away from the boy. But, after that event, Bill's spirit was broken. He lay down, but he never closed an eye again in sleep as long as that

boy was with us. «Do you think anybody will pay out money to get a little imp like that back home?» Bill asked.

«Sure,» I said. «A boy like that is just the kind that parents love. Now, you and the Chief get up and make something to eat, while I go up on the top of this mountain and look around.»

I climbed to the top of the mountain. Over toward Summit, I expected to see the men of the village searching the countryside. But all was peaceful.

«Perhaps,» says I to myself, «it has not yet been discovered that the wolves have taken the lamb from the fold.» I went back down the mountain. When I got to the cave, I found Bill backed up against the side of it. He was breathing hard, with the boy threatening to strike him with a rock.

«He put a red-hot potato down my back,» explained Bill, «and then crushed it with his foot. I hit his ears. Have you got a gun with you, Sam?» I took the rock away from the boy and ended the argument. «I'll fix you,» says the boy to Bill. »No man ever yet struck the Red Chief but what he got paid for it. You better be careful!»

After eating, the boy takes a leather object with strings tied around it from his clothes and goes outside the cave unwinding it. Then we heard a kind of shout. It was Red Chief holding a sling in one hand. He moved it faster and faster around his head. Just then I heard a heavy sound and a deep breath from Bill. A rock the size of an egg had hit him just behind his left ear. Bill fell in the fire across the frying pan of hot water for washing the dishes. I pulled him out and poured cold water on his head for half an hour. Then I went out and caught that boy and shook him.

«If your behavior doesn't improve,» say I, «I'll take you straight home. Now, are you going to be good, or not?»

«I was only funning,» says he. «I didn't mean to hurt Old Hank. But what did he hit me for? I'll behave if you don't send me home.»

I thought it best to send a letter to old man Dorset that day, demanding the ransom and telling how it should be paid. The letter said: «We have your boy hidden in a place far from Summit. We demand fifteen hundred dollars for his return; the money to be left at midnight tonight at the same place and in the same box as your answer. If you agree to these terms, send the answer in writing by a messenger tonight at half past eight o'clock. After crossing Owl Creek, on the road to Poplar Cove, there are three large trees. At the bottom of the fence, opposite the third tree, will be a small box. The messenger will place the answer in this box and return immediately to Summit. If you fail to agree to our demand, you will never see your boy again. If you pay the money as demanded, he will be returned to you safe and well within three hours.»

I took the letter and walked over to Poplar Cove. I then sat around the post office and store. An old man there says he hears Summit is all worried because of Ebenezer Dorset's boy having been lost or stolen. That was all I wanted to know. I mailed my letter and left. The postmaster said the mail carrier would come by in an hour to take the mail on to Summit. At half past eight, I was up in the third tree, waiting for the messenger to arrive. Exactly on time, a half-grown boy rides up the road on a bicycle. He finds the box at the foot of the fence. He puts a folded piece of paper into it and leaves, turning back toward Summit. I slid down the tree, got the note and was back at the cave in a half hour. I opened the note and read it to Bill. This is what it said: «Gentlemen: I received your letter about the ransom you ask for the return of my son. I think you are a little high in your demands. I hereby make you a counter-proposal, which I believe you will accept. You bring Johnny home and pay me two hundred and fifty dollars, and I agree to take him off your hands. You had better come at night because the neighbors believe he is lost. And, I could not be responsible for what they would do to anybody they saw bringing him back. Very respectfully, Ebenezer Dorset.»

«Great pirates of Penzance!» say I, «of all the nerve...» But I looked at Bill and stopped. He had the most appealing look in his eyes I ever saw on the face of a dumb or talking animal.

«Sam,» says he, «what's two hundred and fifty dollars, after all? We've got the money. One more night of this boy will drive me crazy. I think Mister Dorset is making us a good offer. You aren't going to let the chance go, are you?»

«Tell you the truth, Bill;» — say I, «this little lamb has got on my nerves, too. We'll take him home, pay the ransom and make our get-away.» We took him home that night. We got him to go by telling him that his father had bought him a gun and we were going to hunt bears the next day. It was twelve o'clock when we knocked on Ebenezer's front door. Bill counted out two hundred and fifty dollars into Dorset's hand. When the boy learned we were planning to leave him at home, he started to cry loudly and held himself as tight as he could to Bill's leg. His father pulled him away slowly.

«How long can you hold him?» asks Bill.

«I'm not as strong as I used to be,» says old Dorset, «but I think I can promise you ten minutes.»

«Enough,» says Bill. «In ten minutes, I shall cross the Central, Southern and Middle Western states, and be running for the Canadian border.»

And, as dark as it was, and as fat as Bill was, and as good a runner as I am, he was a good mile and a half out of Summit before I could catch up with him.

Retell the story after reading and nominate the main idea of the author. Was it a legal deal or not? Prove your opinion. What do you think about dealing methods Bill and Sam performed in order to earn their profit? Comment the phrase «The end justifies the means» under the framework of business.

6. Define the term **entity** within the framework of business. What do the terms **profit-seeking** and **non-profit organization** mean? Which kinds of such organizations do you know? Comment on the following statement: «All organizations must serve their customers or clients in some way if they are to survive». Explain the way of the profits distribution in both types of organizations.
7. What is the only legal responsibility of business in favour of general public? Why does a successful business provide charity to the society if it is not obliged to do it? Hope the following broadcast will help you to answer this question. Read and translate the text and discuss it from the positions of business and linguistics:

### **BUFFET'S GIFT: STARTING A NEW PAGE IN THE HISTORY OF GIVING TO CHARITY**

Americans gave an estimated two hundred sixty thousand million dollars to charity last year. That was an increase of six percent over two thousand four. The Giving USA Foundation says about half the increase resulted from giving after natural disasters. Hurricane Katrina and other severe storms hit the Gulf Coast. There was the earthquake in Pakistan, and the effects of the Indian Ocean tsunami.

The United States has more than one million philanthropic organizations, including churches and other religious groups. Individual giving is the single biggest way American charities get money. More than three-fourths of their money last year came from individuals. But no one has ever given more than Warren Buffett is about to give. The seventy-five-year-old investor is worth an estimated forty-four thousand million dollars. This week he announced he will give most of that away. The majority is to go to the Bill and Melinda Gates Foundation to improve health and education around the world. In all, five organizations will receive shares in his Berkshire Hathaway holding company in Nebraska. The Chronicle of Philanthropy calls Mister Buffett's gift «the largest in philanthropic history.» The newspaper says Bill Gates and his wife, Melinda, held the record until now.

The word philanthropy comes from Greek and Latin. It means a love of humankind, especially as shown through an act like giving to charity. One early American philanthropist was Benjamin Franklin. When he died in seventeen ninety, he left some of his wealth to the cities of Philadelphia and Boston. Another was Andrew Carnegie. The Carnegie Steel Company made him the world's richest man. But in the early nineteen hundreds he gave away most of his money. He gave money to build more than two thousand public libraries. He started organizations to further scientific research and other knowledge and to support international peace.

Today, American philanthropists include the Hungarian-born George Soros. His Open Society Institute supports activities in more than fifty countries. But he is also known for his

activism in American politics. Another modern-day philanthropist is the media personality Oprah Winfrey. Her Oprah's Angel Network supports non-profit groups.

Still another is Larry Ellison, chief of the software company Oracle. He was in the news this week — not for giving, but for taking back an offer. Mister Ellison had offered one hundred fifteen million dollars to Harvard University to create a global health foundation. He has now cancelled the gift after the resignation of Harvard President Larry Summers. Reports say he is expected to make another offer in the near future.

8. There are a lot of charity funds in capitalistic society. What are their main goals and functions within the frameworks of business? Hope the following broadcast will help you to answer these questions. Read and translate the text and be ready to discuss it from the positions of business and linguistics:

### THE RISE OF FOUNDATIONS

The United States has about seventy thousand foundations for charitable giving. They are required to give away at least five percent of their total holdings each year. Most foundations are formed by wealthy individuals. People who put their wealth into foundations can become known for their social good works. At the same time, gifts to charity can bring tax savings. Fifty percent of the value of a gift to a public charity can be used to reduce taxes. For private foundations, that percentage is smaller — thirty percent — but still a lot.

Not surprisingly, strong foundation growth takes place during strong economic growth. For example, foundations grew quickly during the nineteen forties and fifties. A growing economy and changes in tax laws also led to sharp growth during the eighties. The economic expansion of the middle and late nineties resulted in record foundation growth. In two thousand, as the stock market reached its highest level, so did the number of new foundations. More than six thousand that year alone.

Researcher Steven Lawrence says foundation growth has shown surprising staying power since then, even as economic growth slowed. He says new foundations continued to appear at a rate of about two percent in two thousand four. Mister Lawrence is the top researcher at a group that studies such things, the Foundation Center.

But foundations can also run out of money and close. This happens at an average rate of one percent a year. Many of the rules that govern foundations come from the Tax Reform Act of nineteen sixty-nine. Congress established a number of differences between public charities and private foundations. The new law defined all individual, corporate and operating foundations as private. That meant greater restrictions and different financial reporting rules than for community foundations. At the time, some people thought the changes in the law would mean the end of private foundations. The number of public charities grew in the nineteen seventies. In some years, the holdings of private foundations even shrunk. Today public charities represent just one percent of all foundations. But they are responsible for almost one-tenth of all foundation giving.

9. What are the other **responsibilities** to the general public that successful business must meet? Explain the nature of ethical and social responsibilities of business. Hope the following Company's Statement will help you to understand this problem better. Read and translate the text and be ready to discuss it from the positions of business and linguistics:

### STATEMENT OF BUSINESS PRINCIPLES

The following constitutes the Statement of Business Principles of the Company. It affirms the Company's policy of conducting its operation in accordance with both the law and the highest standards of business ethics.

1. The objective of the Company is to engage efficiently, responsibly and profitably in the oil and gas business, in fulfillment of its responsibilities to its shareholders, its employees, its customers and society as a whole.



2. The Company's policy is to comply with all applicable laws and regulations. When the application of a law or regulation is uncertain, the guidance and advice of senior management including the General Counsel should be sought.

3. The Company has a right and responsibility to communicate its views to government officials and personnel on matters affecting it or its shareholders, employees and customers or where it has a contribution to make based on particular knowledge. Nevertheless, the Company's contacts with government officials and personnel must never exert undue influence upon such persons or cast doubt on the Company's integrity.

The direct or indirect offer, payment, soliciting or acceptance of bribes in any form are unacceptable practices. The Company shall abide by the principles set forth in the Foreign Corrupt Practices Act of the United States and other laws or regulations of a similar nature in force in the various jurisdictions in which it and its shareholders do business.

4. The Company's policy is to be non-partisan. The Company does not support or take position as to political parties or candidates at any level of government. No corporate funds, properties or services shall be used directly or indirectly to influence the nomination or election of any candidate to public office or to support any political party or organization.

5. The Company's policy is to maintain accurate and reliable corporate records which shall be in accordance with established procedures and the subject to audit. A framework of business controls will be established and maintained to provide reasonable assurance that the Company's objectives and targets will be set and achieved in a structured manner.

6. The Company insists on honesty and fairness in all aspects of its business and expects the same in the relationships with its contractors and suppliers. The Company requires the undivided commitment of its employees in the exercise of their Company responsibilities. Personal investments, the receipt of gifts or other activities that create a conflict of interest with the Company's business are prohibited and circumstances which give the appearance of a conflict of interest are to be avoided.

7. The Company's policy is to place the highest priority on protecting the health and safety of its employees and others and to protect the environment. Policies will be established which address these issues and place them at the forefront of the Company's commercial activities.

8. The Company seeks to compete fairly and ethically within the framework of applicable competition laws.

The Company's senior management has adopted the foregoing Statement of Business Principles to apply to the Company. All employees are expected to adhere to its terms. The Company shall put in place an internal system of letters of representation culminating in a letter from the President (and Chief Financial Officer) to its shareholders which will give reasonable assurances that the proper financial controls, including internal accounting controls, are in operation, that no improper transactions have been made and that the Company's Business Principles have been complied with.

10. What does the term **competition** mean in business? Explain the meaning of the terms **fair** and **cut-throat** competition. The following story of the American writer O. Henry will help you to understand the nature of competition better. Read and translate the text and be ready for its discussion from the positions of business and linguistics:

### THE ROADS WE TAKE

Twenty miles west of Tucson the «Sunset Express» stopped — at a tank to take on water. Besides the aqueous addition the engine of that famous flyer acquired some other things that were not good for it.

While the fireman was lowering the feeding hose, Bob Tidball, «Shark» Dodson, and a quarter-bred Creek Indian called John Big Dog climbed on the engine and showed the engineer three round orifices in pieces of ordnance that they carried. These orifices so impressed the engineer with their possibilities that he raised both hands in a gesture such as accompanies the ejaculation «Do tell!»

At the crisp command of Shark Dodson, who was leader of the attacking force, the engineer descended to the ground and uncoupled the engine and tender. Then John Big Dog, perched upon the coal, sportively held two guns upon the engine driver and the fireman, and suggested that they run the engine fifty yards away and there await further orders.

Shark Dodson and Bob Tidball, scorning to put such low-grade ore as the passengers through the mill, struck out for the rich pocket of the express car. They found the messenger serene in the belief that the «Sunset Express» was taking on nothing more stimulating and dangerous than aqua pura. While Bob was knocking this idea out of his head with the butt-end of his six-shooter Shark Dodson was already dosing the express-car safe with dynamite.

The safe exploded to the tune of \$30,000, all gold and currency. The passengers thrust their heads casually out of the windows to look for the thundercloud. The conductor jerked at the bell rope, which sagged down loose and unresisting, at his tug. Shark Dodson and Bob Tidball, with their booty in a stout canvas bag, tumbled out of the express car and ran awkwardly in their high-heeled boots to the engine.

The engineer, sullenly angry but wise, ran the engine, according to orders, rapidly away from the inert train. But before this was accomplished the express messenger, recovered from Bob Tidball's persuader to neutrality, jumped out of his car with a Winchester rifle and took a trick in the game. Mr. John Big Dog, sitting on the coal tender, unwittingly made a wrong lead by giving an imitation of a target, and the messenger trumped him. With a ball exactly between his shoulder blades the Creek chevalier of industry rolled off to the ground, thus increasing the share of his comrades in the loot by one-sixth each.

Two miles from the tank the engineer was ordered to stop. The robbers waved a defiant adieu and plunged down the steep slope into the thick woods that lined the track. Five minutes of crashing through a thicket of chaparral brought them to open woods, where the three horses were tied to low-hanging branches. One was waiting for John Big Dog, who would never ride by night or day again. This animal the robbers divested of saddle and bridle and set free. They mounted the other two with the bag across one pommel, and rode fast and with discretion through the forest and up a primeval, lonely gorge. Here the animal that bore Bob Tidball slipped on a mossy boulder and broke a foreleg. They shot him through the head at once and sat down to hold a council of flight. Made secure for the present by the tortuous trail they had traveled, the question of time was no longer so big. Many miles and hours lay between them and the spryest posse that could follow. Shark Dodson's horse, with trailing rope and dropped bridle, panted and cropped thankfully of the grass along the stream in the gorge. Bob Tidball opened the sack, and drew out double handfuls of the neat packages of currency and the one sack of gold and chuckled with the glee of a child.

«Say, you old double-decked pirate,» he called joyfully to Dodson, «you said we could do it you got a head for financing that knocks the horns off of anything in Arizona.»

«What are we going to do about a hoss for you, Bob? We ain't got long to wait here. They'll be on our trail before daylight in the mornin'.»

«Oh, I guess that cayuse of yourn'll carry double for a while,» answered the sanguine Bob. «We'll annex the first animal we come across. By jingoes, we made a haul, didn't we? Accordin' to the marks on this money there's \$30,000-15,000 apiece!»

«It's short of what I expected,» said Shark Dodson, kicking softly at the packages with the toe of his boot. And then he looked pensively at the wet sides of his tired horse.

«Old Bolivar's mighty nigh played out,» he said, slowly. «I wish that sorrel of yours hadn't got hurt.»

«So do I,» said Bob, heartily «but it can't be helped. Bolivar's got plenty of bottom he'll get us both far enough to get fresh mounts. Dang it, Shark, I can't help thinkin' hew funny it is that an Easterner like you can come out here and give us Western fellows cards and spades in the desperado business. What part of the East was you from, anyway?»

«New York State,» said Shark Dodson, sitting down on a boulder and chewing a twig. «I was born on a farm in Ulster County. I ran away from home when I was seventeen. It was an accident my comin' West. I was walkin' along the road with my clothes in a bundle, makin' for New York City. I had an idea of goin' there and makin' lots of money. I always felt like I could

do it. I came to a place one evenin' where the road forked and I didn't know which fork to take. I studied about it for half an hour and then I took the left-hand. That night I run into the camp of a Wild West show that was travelin' among the little towns, and I went West with it. I've often wondered if I wouldn't have turned out different if I'd took the other road.»

«Oh, I reckon you'd have ended up about the same,» said Bob Tidball, cheerfully philosophical. «It ain't the roads we take; it's what's inside of us that makes us turn out the way we do.»

Shark Dodson got up and leaned against a tree.

«I'd a good deal rather that sorrel of yourn hadn't hurt himself, Bob,» he said again, almost pathetically.

«Same here,» agreed Bob; «he sure was a first-rate kind of a crowbait. But Bolivar, he'll pull us through all right. Reckon we'd better be movin' on, hadn't we, Shark? I'll bag the boodle ag'in and we'll hit the trail for higher timber.»

Bob Tidball replaced the spoil in the bag and tied the mouth of it tightly with a cord. When he looked up the most prominent object that he saw was the muzzle of Shark Dodson's .45 held upon him without a waver.

«Stop your funnin',» said Bob, with a grin. «We got to be hittin' the breeze.»

«Sit still,» said Shark. «You ain't goin' to hit no breeze, Bob. I hate to tell you, but there ain't any chance for but one of us. Bolivar, he's plenty tired, and he can't carry double.»

«We been pards, me and you, Shark Dodson, for three years,» Bob said quietly. «We've risked our lives together time and again. I've always given you a square deal, and I thought you was a man. I've heard some queer stories about you shootin' one or two men in a peculiar way, but I never believed 'em. Now if you're just havin' a little fun with me, Shark, put your gun up, and we'll get on Bolivar and vamoose. If you mean to shoot-shoot, you blackhearted son of a tarantula!»

Shark Dodson's face bore a deeply sorrowful look.

«You don't know how bad I feel,» he sighed, «about that sorrel of yourn breakin' his leg, Bob.»

**The expression on Dodson's face changed in an instant to one of cold ferocity mingled with inexorable cupidity. The soul of the man showed itself for a moment like an evil face in the window of a reputable house.**

Truly Bob Tidball was never to «hit the breeze» again. The deadly .45 of the false friend cracked and filled the gorge with a roar that the walls hurled back with indignant echoes. And Bolivar, unconscious accomplice, swiftly bore away the last of the holders-up of the «Sunset Express,» not put to the stress of «carrying double.»

But as Shark Dodson galloped away the woods seemed to fade from his view; the revolver in his right hand turned to the curved arm of a mahogany chair; his saddle was strangely upholstered, and he opened his eyes and saw his feet, not in stirrups, but resting quietly on the edge of a quartered-oak desk.

I am telling you that Dodson, of the firm of Dodson & Decker, Wall Street brokers, opened his eyes. Peabody, the confidential clerk, was standing by his chair, hesitating to speak. There was a confused hum of wheels below, and the sedative buzz of an electric fan.

«Ahem! Peabody,» said Dodson, blinking «I must have fallen asleep. I had a most remarkable dream. What is it, Peabody?»

«Mr. Williams, sir, of Tracy & Williams, is outside. He has come to settle his deal in X. Y. Z. The market caught him short, sir, if you remember.»

«Yes, I remember. What is X. Y. Z. quoted at to-day, Peabody?»

«One eighty-five, sir.»

«Then that's his price.»

«Excuse me,» said Peabody, rather nervously, «for speaking of it, but I've been talking to Williams. He's an old friend of yours, Mr. Dodson, and you practically have a corner in X. Y. Z. I thought you might—that is, I thought you might not remember that he sold you the stock at 98. If he settles at the market price it will take every cent he has in the world and his home too to deliver the shares.»

**The expression on Dodson's face changed in an instant to one of cold ferocity mingled with inexorable cupidity. The soul of the man showed itself for a moment like an evil face in the window of a reputable house.**

«He will settle at one eighty-five,» said Dodson «Bolivar cannot carry double.»

11. The basic text presents a list of challenges that our country must face in order to be competitive in international business. Suppose the president of the Russian Federation gave you the political power to meet these challenges. Describe the steps you think the Russian Federation should take.
12. Read what famous people said about doing business. Discuss the position of the authors. Support your point of view with reasons and examples from your reading, your observations or your own experience. Use the active vocabulary and terminology from the Key Terms Quiz:
  - The business of the country is business. — *Calvin Coolidge (1872–1933), 30<sup>th</sup> President of the USA.*
  - The secret of business is to know something that nobody else knows — *Aristotel Onasis (1906–1975), Turkish born shipping magnate.*
  - To survive, men and business and corporations must serve. — *John H. Paterson, American businessman.*
  - The purpose of business is to create and keep a customer. — *Theodor Leavit.*
  - It is not the employer who pays wages — he only handles money. It is the product who pays the wages. — *Henry Ford (1863–1947), American Industrialist, founder of Ford Motor Company.*
  - It's better to take over and build upon an existing business than to start a new one. — *Harold S. Geneen, American accountant, Industrialist.*
  - Treat employees like partners, and they act like partners. — *Fred A. Allen (1894–1957).*
  - If you can run one business well, you can run any business well. — *Richard Branson, American businessman.*
  - You can't run a business without taking risks. — *Millard Drexler, American business Executive.*
13. In order to deal the business with your foreign partners you should enter into business communications with them. What is the major leverage within such communication process? What does **Business English** mean in this connection? Answer this question after reading the following text (you may also look through the materials of Appendix I):

### ENGLISH AND THE WORLD OF BUSINESS

**Business English** and, more widely, **business communication** are relatively new areas of inquiry for Russian learners of English. Both subjects have become increasingly interesting over past fifteen years with the advent of market economy and the changes in the Russian view of the world outside. More and more frequently people from different walks of life would like to get a better idea of the business world and the English used for business purposes.

English as a Global Language

English is a natural language: it is a means of human communication in speech and writing; it is also a living and constantly changing entity. Over the past several decades, English has acquired a global presence. Currently, over 1,5 billion people around the world use English as their first, second, or foreign language. English is the dominant or official language in over 60 countries. It is a preferred and increasingly accepted means of international and intercultural communication. It is the language of politics and diplomacy, the language of science and technology, and the language used in business contexts.

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