

Lesson 04 Communication

Text 1

Getting researchers from different fields to work together sounds sensible and easy enough. In practice, however, it is often hampered by language and culture barriers. When pushing new technologies to the new products, such barriers have to be overcome fast — or potential products may die on the laboratory bench. Faced with this challenge, an American research centre has chosen an unconventional solution. The centre has included a social scientist in each of its research teams. The idea is to analyse communication patterns between the participants and to find out which colleague it would be most fruitful to collaborate with. Early results are promising.

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Note-Taking

Vocabulary

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Note-Taking

Vocabulary

Text 2

For foreign exchange, brokers are no longer so important. The electronic market is extraordinarily efficient. For, on the trading day, when London and New York dealers are at work at the same time, dollars, D-marks and yen can be bought and sold for each other at exactly the same price — in traders' jargon, without a bid-offer spread.

And people can gain more information from such market. This can matter a lot for risk managers trying to assess the creditworthiness of trading counterparties; and company analysts looking at a firm's trading prospects.

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Note-Taking

Vocabulary

Say It like a Professional

a dry run

We're certainly glad we _____ on our new marketing plan for California before we sent our salesmen out. We found so many things wrong that _____.

Meaning

be in the same boat

If you lose your job, I'll lose mine. Because _____.

Meaning