

NO.1 ADVERTISEMENT

1. 키워드에 동그라미 치며, 내용 파악

Does your business need to rank higher in the search engines? Do you want everything your company touches to turn to gold? If you answered 'yes' to either of those questions, you and your business need to get your act together at Brial Marketing Conference! Attend keynote speeches made by marketing gurus, participate in workshops and learn more about your target market and how you can get their attention in our high tech world. This two-day event is only \$300 and your meals throughout the day are included. Whoever said that there's no such thing as a free lunch? Spaces are limited! Go online now to www.brialmarketingconference.com to reserve your seat or call toll-free to register.

마케팅 컨퍼런스 광고

2. 주제를 잘하게 써본 후

검색엔진에서 가장 위에 뜨길 원한다면, 혹은 장사가 잘되길 바라면 BMC에 참석하라

3. '나의언어'로 내용정리를 하기 (아래 KEYWORD CHECK를 이용해 나의 내용 정리와 비교해 보세요.)

마케팅가uru의 스피치와 워크숍에 참여하고 당시의 타겟시장에 대해 배워라

2일에 300달러이며 모든 식사도 포함임. 좌석이 한정되어 있으니 웹사이트에서 예약하거나 물론 전화로 등록하라.

4. 내용파악이 어려웠던 문장 표시하고 해석 써보기.

Key Word Check

Does your business need to **rank higher in the search engines**? Do you want everything your company touches to **turn to gold**? If you answered 'yes' to either of those questions, you and your business need to **get your act together at Brial Marketing Conference!** Attend **keynote speeches** made by **marketing gurus**, participate in **workshops** and learn more about **your target market** and how you can get their attention in our high tech world. **This two-day event is only \$300** and your **meals throughout the day are included**. Whoever said that there's no such thing as a free lunch? Spaces are **limited!** Go **online now** to www.brialmarketingconference.com to **reserve your seat** or **call toll-free to register**.

NO.2 ADVERTISEMENT

Level ★★

The benefits and services available to you as a member of the Select Choice plan have been designed with your personal health in mind. Our goal is to provide you and your family with convenient, comprehensive health services, and to protect you from the high cost of both routine preventive care and major illness. Please keep your Select Choice Member Card with you. The number on the card is your member number. You may be asked this number when seeking services from Select Choice providers, and when calling Cetna Health Plans with questions relating to your coverage.

Key Word Check

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NO.3 ADVERTISEMENT

Level ★★★

The challenge facing consumers today is that we get up to 5,000 marketing messages a day. Too often these ads are used to interrupt consumer's entertainment, instead of adding value to the context the message is served. As a marketer, it's tougher than ever to break through this clutter. Catching the consumer's attention and moving them to action is becoming increasingly more difficult. So why not make it easy on yourself? Potree is the perfect marketing vehicle to inspire shoppers to follow a curiosity or passion, and immediately convert it into a purchasing experience. It showcases relevant updates on the latest products, promotions and can't-miss events while daily shoppers are within close proximity to the point-of-purchase and in the purchasing state of mind. No other media platform can close the gap between an impression and instant gratification like Potree.

Key Word Check

The challenge facing consumers today is that we **get up to 5,000 marketing messages a day**. Too often these ads are used to **interrupt consumer's entertainment, instead of adding value** to the context the message is served. As a marketer, it's tougher than ever to break through this clutter. **Catching the consumer's attention** and moving **them to action** is becoming increasingly more **difficult**. So why not make it easy on yourself? **Potree is the perfect marketing vehicle** to inspire **shoppers to follow a curiosity or passion**, and immediately **convert it into a purchasing** experience. It **showcases relevant updates** on the latest products, promotions and can't-miss events **while daily shoppers** are within close proximity to **the point-of-purchase** and in **the purchasing state** of mind. **No other media platform** can **close the gap** between **an impression and instant gratification** like Potree.

NO.4 NOTICE

Level ★★

Lea Michelle

Albuquerque, NM 87131, USA

Unit 115

Dear Ms.Sarah

This Notice is to inform you that beginning on, 8th Oct, the monthly rent for the unit you currently occupy, Unit 115, which is located at, Albuquerque, NM87131, USA will be increased to \$420 per month.

This rental payment is due on or before the 5th day of each month.

If you wish to continue your tenancy, the new monthly rental payment of \$420 is required. Please be advised that all other terms of your original rental agreement remain in effect.

Please sign the Notice below, indicating your agreement and continued tenancy or indicating your disagreement and subsequent termination of tenancy.

Thank you. We appreciate your continued tenancy.

Sincerely,

Jonathan Groff

Property Manager

Key Word Check

Dear Ms.Sarah

This Notice is to **inform you** that **beginning on, 8th Oct**, the **monthly rent** for the unit you currently occupy, **Unit 115**, which is located at, **Albuquerque, NM87131, USA** **will be increased to \$420** per month. This rental **payment** is due on or **before the 5th day** of each month.

If you wish to **continue your tenancy**, the **new monthly rental payment of \$420** is required. Please be advised that all **other terms of your original rental agreement** remain **in effect**. Please **sign** the Notice below, indicating **your agreement** and continued tenancy or indicating **your disagreement** and subsequent termination of tenancy. Thank you. We appreciate your continued tenancy. Sincerely,

A Doing Business in Taiwan course will help you establish an understanding of Taiwanese business approaches and will assist you to develop your own strategies for either working or conducting business in Taiwan through a combination of in-depth background information and hands-on practical tips and solutions.

Ensure the success of your international business venture by learning more about doing business in Taiwan and the Taiwanese business culture.

Known as one of **East Asia's 'Dragons'**, Taiwan has become one of the world's **most significant emerging markets**. Despite **outside influences from its neighboring countries**, Taiwan has maintained a distinct and homogeneous **identity** influenced by its history and religious beliefs. Successfully doing business in Taiwan **requires an understanding and knowledge of the enriched cultural heritage** that is **reflected in its current business culture**. Ensure the success of **your international business venture** by learning more about doing business in Taiwan and the Taiwanese business culture.

NO.6 E-MAIL

Level ★★

Dear Mr. Sallam,

Thank you for your interest in our phone accessory products. I am attaching a catalogue and pricing list with this email for your review. You can also visit our website: 4lovingphone.com, for information regarding our company's product line, history, store locations, etc.

Our company doesn't normally work with 3rd party sellers as we have 8 store locations in Tokyo. However, I showed your email to our president and he stated that he would be willing to consider a licensing agreement depending on the quantity of product you are thinking of selling, length of commitment, size of your business.

After reviewing the attached information, please feel free to contact me and we discuss your needs in more detail. Thank you for your inquiry and I look forward to speaking with you soon.

Sincerely,

Anna Ito

communication associate

4lovingphone

Key Word Check

Dear Mr. Sallam,

Thank you for **your interest** in our **phone accessory** products. I am **attaching a catalogue** and **pricing list** with this email for your review. You can also **visit our website**: 4lovingphone.com, for information **regarding** our company's **product line, history, store locations**, etc.

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Dear Mr Klepac

Regarding our order number 942446 of 11 May for two reconditioned X-ray machines, the date of delivery was 7 June. To date, the machines have not been delivered.

Please look into the matter immediately and let us know when we can expect delivery. We need the equipment urgently, so if you cannot deliver within the next week, we will have to look for another supplier.

As you know, this is a trial order. We feel sure you will understand that your handling of this matter will determine whether we will be able to place future orders with you. We hope hear from you soon.

Thanks

Julisa Rodriguez
Director of Equipment Support
Central Xray Lab

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③ Key Word Check

Dear Mr Klepac

Regarding our **order number 942446 of 11 May** for **two reconditioned X-ray machines**, the **date of delivery was 7 June**. To date, the machines **have not been delivered**. Please look into the matter immediately and **let us know when we can expect delivery**.

We **need the equipment urgently**, so if you **cannot deliver within the next week**, we will have to **look for another supplier**.

As you know, this is **a trial order**. We feel sure you will understand that **your handling** of this matter **will determine** whether we will be able to **place future orders with you**. We hope hear from you soon. Thanks

Dear Mr. Jackson

I'm sorry to inform you that order No. 37 for containers hasn't arrived yet. The order was sent almost two months ago on Jan 1, and delivery was promised by Fed 1. Could you please explain what has happened to the goods and let me know as soon as possible when we can expect the consignment?

As you realize, we can't fulfill our order until we have your containers. I have heard from the Sales Department that we have received a complaint from a new customer who has been waiting for a delivery from us since January. We've been doing business with you for over six years and we've had no cause for complaint up to now. You'll understand, however, that this current delay is causing us some problem.

Please look into the matter immediately and let us know when we receive our order. Considering customs procedures, It should arrive within a week. Thanks.

Tomson Grandal
Operation Manager
SueTrade Co.

③ Key Word Check

Dear Mr. Jackson

I'm sorry to **inform you** that **order No. 37 for containers** hasn't **arrived yet**. The order was **sent almost two months ago on Jan 1**, and delivery was **promised by Fed 1**. Could you please explain **what has happened to the goods** and **let me know** as soon as possible **when we can expect the consignment**? As you realize, we **can't fulfill our order until** we have **your containers**. I have heard from **the Sales Department** that we have **received a complaint from a new customer** who has been **waiting for a delivery from us since January**. We've been **doing business with you for over six years** and we've had **no cause** for complaint **up to now**. You'll understand, however, that this **current delay** is causing us **some problem**. Please look into the matter immediately and let us know when we receive our order. **Considering customs procedures**, It should arrive **within a week**. Thanks.

Blue-Bottle Cleaning: Better Health for You and Your Loved Ones

Conventional cleaning agents have been known to contain hazardous, toxic chemicals that degrade our health, even if we don't notice any ill effects at first. Continued use of inorganic cleaning materials can slowly begin to erode our physical well-being. And in the home, young children and older family members are often most susceptible to the dangers of common cleaning agents.

There's a better way. Professional Blue-Bottle cleaning services for the home ensure less exposure to harmful compounds found in typical cleansers. Nothing is more important than protecting the ones you love. Going green can truly create a healthier home for you and your family.

③ Key Word Check

Blue-Bottle Cleaning: Better Health for You and Your Loved Ones

Conventional cleaning agents have been known to **contain hazardous, toxic chemicals** that degrade our health, even if we don't notice **any ill effects at first**. **Continued use** of inorganic cleaning materials can slowly begin to **erode our physical well-being**. And in the home, **young children and older family** members are often **most susceptible** to the dangers of common cleaning agents. There's a better way. **Professional Blue-Bottle cleaning services** for the home **ensure less exposure** to **harmful compounds** found in typical cleansers. Nothing is more important than protecting the ones you love. Going green can truly create **a healthier home for you and your family**.

Dear Mr. Diaz

This is with reference to your job requirement on ONDEED JOB for the role of Sales Manager.

I truly believe that my qualifications and experience make me a perfect candidate for the job.

I completed my MBA in Sales and Marketing from Crunch Base Institute. I have worked as an

Area Sales Manager and Assistant Marketing Manager at Modern Promo. During my stint as

Area Sales Manager, I conceptualized and executed a Customer Engagement Program that

resulted in higher sales. As Assistant Marketing Manager, I worked on the planning and

execution of a new product launch. With 3 years of experience in B2B sales and marketing,

I have an in-depth understanding of the process. I am confident that I will be the right fit for

the job. I have attached my CV to the email for your reference. Please have a look at it.

I hope to meet you and discuss this opportunity further. Thank you for considering

my application for the role.

Best regards,

Natalie Hicks

®

Key Word Check

Dear Mr. Diaz /

This is **with reference** to your **job requirement on ONDEED JOB** for **the role of Sales Manager**. I truly believe that **my qualifications and experience** make me a **perfect candidate** for the job. I completed my **MBA in Sales and Marketing from Crunch Base Institute**. I have **worked as an Area Sales Manager** and **Assistant Marketing Manager at Modern Promo**. During my stint **as Area Sales Manager**, I conceptualized and executed a **Customer Engagement Program** that **resulted in higher sales**. As **Assistant Marketing Manager**, I worked on the planning and execution of a **new product launch**. With **3 years of experience in B2B sales and marketing**, I have an **in - depth understanding of the process**. I am confident that I will be the right fit for the job. I have **attached my CV** to the email for your reference. Please have a look at it. I hope to meet you and discuss this opportunity further. Thank you for **considering my application for the role**. Best regards, Natalie Hicks

Dear Edgar Cruz

Thanks for contacting us about your experience. We really appreciate receiving information that can help us deliver extraordinary service! I have just forwarded your feedback to the head of our department.

In regards to our next product release, we will be announcing the date tomorrow on our blog, as well as on our email newsletter. I went ahead and checked our newsletter subscriber list and found your email on it. So you can expect to have an answer in your inbox tomorrow.

Please let me know if there is any way I can assist you further, and have a great rest of your day!

Best regards,
Marlovis Abreu
Customer Support

Key Word Check

Dear Edgar Cruz

Thanks for **contacting us about your experience**. We really appreciate receiving information that can help us deliver extraordinary service! I have just **forwarded your feedback to the head** of our department.

In regards to **our next product release**, we will be **announcing the date tomorrow on our blog**, as well as **on our email newsletter**. I went ahead and **checked our newsletter subscriber** list and **found your email** on it. So you can expect to **have an answer** in your inbox **tomorrow**.

Please let me know if there is any way I can assist you further, and have a great rest of your day!

Best regards, Marlovis Abreu Customer Support

Customer Review from Eduardo Heredia.

March 10th, 2017

We recently booked a cruise for Saint Petersburg through Waigan Travel for February, and Cassidy Tuinman was our contact. She is very professional and helpful and speaks very good English and German . She got us exactly what we were looking for and our communication via email was fast, accurate and easy.

I highly recommend Cassidy for travel arrangements and would have no hesitation in returning to her in the future. She also have emergency contact 24\7, which is very valuable when you travel. They are very reliable. Everything went smooth. We were picked up a few times and She was very punctual. Saint Petersburg was an area definitely worth traveling to with her.

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We recently **booked a cruise for Saint Petersburg through Waigan Travel for February**, and **Cassidy Tuinman was our contact**. She is very **professional** and helpful and speaks **very good English and German** . She **got us exactly** what **we were looking for** and our **communication via email** was **fast, accurate and easy**. I **highly recommend Cassidy** for travel arrangements and would have no hesitation in returning to her in the future. She also have **emergency contact 24\7**, which is very valuable when you travel. They are very reliable. Everything went smooth. We were **picked up a few times** and She was **very punctual**. Saint Petersburg was an area definitely worth traveling to with her.

Selling budget car in China.

Automakers will race to appeal to budget-conscious Chinese car buyers as the industry expands beyond the wealthy coastal cities in the east, Ford Motor Co's (F.N) Asia chief said on Tuesday.

As they expand more heavily into central and western China, automakers can appeal to price-sensitive consumers by offering multiple vehicles within the same size segment at varying prices, Joe Hinrichs said.

"The growth expected the rest of this decade in China is largely to come from the central and western parts of the country which is more value-oriented," he told reporters at Ford's headquarters in Dearborn, Michigan.

"You'll need to serve those customers differently," he added.

Ford's plan to introduce 15 new vehicles in China by 2015 began with last month's launch of the new Focus. Hinrichs said last month in Beijing that Ford plans to sell cars priced below the Fiesta, currently their cheapest model in Asia with a price ranging from \$12,300 to \$17,500.

Ford sales in China rose 24 percent in April to 54,881 vehicles, spurred by strong demand for the Focus.

Ford makes the Fiesta, Focus, Mondeo and other vehicles in China in a three-way tie-up with Chongqing Automobile Co Ltd 000625.SZ and Japan's Mazda Motor Corp.

Key Word Check

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