

# Marketing Lessons ft. Emily in Paris

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## Vocabulary

**Overcome** → superar

**Speak your mind** → dizer o que pensa

**aware** → ciente

**Foundation** → base

**Bind** → amarrar

**Not be someone's cup of tea** → não ser do gosto de alguém

**off duty** → fora de serviço

**pitch** → apresentação

**boundary** → limite

**overall** → em geral / no geral

**market something** → divulgar alguma coisa

**Chivalry** → cortesia / respeito / educação

**Tie** → prender / limitar

**Derive** → obter / tirar / extrair

**Loosen up** → descontrair

**Excel** → sobressair-se

## Whether x if

### Differences:

- Formality

Whether is more formal and common in writing.

If is more informal and common in speaking.

- Multiple Alternatives

Use whether when there are two or more options.

✅ We need to decide whether to stay or to leave.

❌ We need to decide if to stay or to leave. (sounds weird)

- Before “or not”

Both can be used, but whether or not is more natural.

✅ I'll support you whether you succeed or not.

? I'll support you if you succeed or not. (awkward)

- After Prepositions

Only whether works.

✅ It depends on whether he agrees.

❌ It depends on if he agrees.