

- Для должностных лиц, секретарей и деловых людей
- Используемые слова, фразы и выражения
- Это продвинутый курс – для тех, кто хорошо владеет базисным английским

Основная цель курса – отобрать и отработать запас употребляемых слов, выражений и ключевых предложений, необходимых для понимания на английском языке деловой литературы и общения, ведущегося в деловом мире. Этот курс не претендует на всеобъемлющий охват всех тем делового английского языка, он служит как бы "деловым разговорником", который расширит и углубит Ваши знания английского языка в не-обходимой сфере. Все разделы, группы предложений и т.п. посвящены определенным темам. Каждое предложение переводится на русский язык, как и каждое слово, понятие или выражение, из которых состоит предложение, что обеспечивает наиболее полное понимание предложения.

Также в конце каждой темы находится список предложений-рекомендаций, озаглавленный "Как выполнить...". Эти предложения, естественно, выражают только несколько из перечисленных вариантов, принятых в английской деловой речи. Цель их – продемонстрировать многие нюансы английского языка и показать, как одна и та же идея может быть выражена несколькими способами – начиная с самых корректных выражений и кончая выражениями уклончивыми, оговорками, в том числе и теми, которые выражают желание ускользнуть от ответа. Попадаются и выражения, находящиеся на границе сленга, которые обычно неприменимы в деловом стиле речи или даже не имеют точного перевода на ваш язык.

Вы можете, при пословном переводе, сами решить, необходимы ли они вам при пользовании деловым стилем речи.

Изучаемые темы:

1. CORPORATE MANAGEMENT
УПРАВЛЕНИЕ ПРЕДПРИЯТИЕМ
2. BANKING AND STOCK EXCHANGE
Банки и биржа
3. ECONOMICS AND FINANCE
Экономика и финансы
4. CONTRACTS AND AGREEMENTS
Контракты и соглашения
5. RESEARCH AND DEVELOPMENT
Исследование и разработка
6. MEETINGS AND NEGOTIATIONS
Встречи и переговоры
7. MARKETING AND SALES
Маркетинг и продажи
8. TRANSPORTATION AND INSURANCE
Транспортировка и страхование
9. EXHIBITIONS AND TRADE FAIRS
Выставки и ярмарки
10. ADVERTISING AND PUBLIC RELATIONS
Реклама и связи с общественностью
11. LEGAL ASPECTS
Правовые аспекты



1. CORPORATE MANAGEMENT УПРАВЛЕНИЕ ПРЕДПРИЯТИЕМ

The meeting

Заседание

The board of directors meets every three months.
Совет директоров

The board of directors is appointed by the general meeting of **the shareholders**.
Акционеры

Dividends are distributed periodically among the shareholders.

Прибыли, дивиденды

The amount of a dividend depends on the **net profit** of... achieved by...

Чистая прибыль

A copy of **the annual report** is delivered to all participants.

Готовой отчет

The **balance sheet** is attached to the annual report.

Проверочный баланс

Directors are asked to study the **documents** beforehand.

Документы

At the meeting, **the chairman of the board** sits at the head of the table.

Председатель совещания

The **president of the corporation** sits by his side.

Руководитель фирмы, генеральный директор

The chairman conducts the meeting according to the **agenda**.

Повестка дня

The agenda is a list of **items** to be discussed during the meeting.

Вопросы

The agenda is **made known** weeks before the meeting.

Размножен

During the meeting, future **strategies** are discussed.

Стратегия

The general **policy** is decided upon.

Политика

New ventures will be taken into consideration.

Новые (венчурные) фонды

Legal aspects of **joint ventures** will be carefully studied.

5

Деловое партнерство

Before a **resolution** is passed, every manager may **express his opinion**.

Постановление;

выразить мнение

In most cases, the final decision is determined by **the majority**.

Большинство

Our president can **place a veto** on most decisions.

Наложить вето

Merger agreements have to be evaluated in great detail.

Слияние (предприятий)

A merger has to be agreed upon **unanimously**.

Единогласно

Risky projects may **be cancelled** or postponed until a more suitable time.

Отменить, забраковать

The general director is responsible for **executing** the decisions.

К исполнению, исполнить

Sometimes he may need to **take on** additional directors.

Создать

These executives will be given special **tasks**.
Задания

Some projects will be given to an **independent contractor**.

Подрядчик

These contractors may pass the job on to a **sub-contractor**.

Субподрядчик

Department managers present their report.
Руководители отделений

Each department is allotted an **annual budget**.
Годовой бюджет

Managers are expected to **abide** by the budget.
Действовать в соответствии с...

Corporate Positions

Управленческий персонал

The managing director is one of the directors, chosen to manage the company's business.

Генеральный директор, руководитель фирмы

He is responsible for seeing to it that **board decisions** are carried out.

Решения заседания

A good manager has to make decisions, to direct, **to coordinate** and to control.

In a large and complex enterprise, these functions have to be **decentralized**.

Децентрализованный

Managers should **delegate** some of their authority to their assistants.

Передать (полномочия)

All the **branch managers** attend the meeting.

Руководители отделений

The research director **outlines the latest developments**.

Объясняет новые достижения

The production manager will **consult** others, if technical problems occur.

Консультируется с...

The personnel manager is consulted, if more staff is needed.

Зав. отделом кадров

He will also prepare their **training program**.

Тренировочная программа

The financial manager will present the **expenditure** forecast.

Расходы

The chief accountant prepares **the budget report**.

Бюджетный отчет

Together they present **the financial statement**.

Assets and liabilities represent the two sides of the monetary balance.

Актив и пассив

At the end of the year, the accounts have to be **balanced**.

Отчетность

The financial status of **subsidiary companies** is presented.

Дочерние фирмы

Rehabilitation of a company is not always worthwhile.

Модернизация

Sometimes it is better to **dissolve** a company.

Расформировать

Then it can **liquidate** its debts.

Ликвидировать (задолженность)

Our firm always discharges its **obligations**.

Обязательства, облигации

All our companies have a **limited liability**.

Ограниченная ответственность

In a **joint liability** enterprise, each partner is liable for the partnership debts.

Совместная ответственность

The chief buyer of a big firm is a specially trained, highly qualified expert.

Приоритетный покупатель

He is in charge of the **purchasing department**.

Отдел недвижимости

He makes all the **acquisitions** from the suppliers.

Приобретения

Large acquisitions have to be **approved** by the board.

Одобрение

The marketing manager introduces new **channels of distribution**.

Каналы распространения

Ideas for **sales promotion** are presented.

Продвижение в продажу

These ideas are intended to increase the **sales turnover**.

Торговый оборот

Summaries and Reports

Подведение итогов и отчеты

The minutes are the summary of the meeting.

Краткий протокол

The minutes are the **protocol of the proceedings**.

Протокол

They are kept to serve as a **brief** of the meeting.

Выписка из протокола

The managers' **subordinates** will then receive notice of the new decisions.

Подчиненные

The firm's **bulletin** publishes new directions and policies.

Бюллетень (сведения о деятельности)

It is assumed that all the employees read the bulletin **attentively**.

Обратить внимание

Therefore it is taken for granted that they are **up to date**.

Обновленные (сведения)

Sometimes we publish and distribute a **circular**.

Циркуляр

Correspondence within an enterprise is conducted by **memos**.

Меморандум

A memo is a **reminder** and it is kept short.

Напоминание

A **report**, on the other hand, may reach the size of a book.

Отчет

The report should have a clear **self-explanatory** title.

Само собой понятно

The report will present **objective findings** and personal opinions.

It reaches **conclusions** that are based on facts.

Риски

Practical **recommendations** are summarized at the end.

Рекомендации

Sometimes it is followed by **appendices** and a bibliography.

Дополнения

management

Управление

We are looking into a new **T.Q.M.** (Total Quality Management) program.

Общее квалифицированное управление

This program encourages workers to show **initiative**.

Инициатива

We hope that it will increase **productivity**.

Продуктивность

Incentives are offered to productive workers.

Стимулы

They are encouraged to think in terms of **efficiency**.

Эффективность

import and export

Импорт и экспорт

This year a lot of **emphasis** is being placed on exporting.

Ударение

We will export **domestic** goods world wide.

Домашние

The **Chamber of Commerce** can help us in this matter.

Торговая палата

It has information about international **trade restrictions**.

Торговые ограничения

Parliament legislates (makes laws); the Government **enforces** them.

Выполняет

We have a worldwide **distribution** network.

Распространение

We **represent** many local and international firms.

Представляем

The many import restrictions in force protect **local manufacturers**.

Местные производители

The restrictions are enforced by **tariff protection**.

personnel

Персонал

Candidates apply for new openings after reading our **classified** ad.

Секретный

When a vacancy is advertised, **candidates** of either sex may apply.

Кандидаты

The rule of **Equal Opportunity** in Employment Law establishes their right.

Равные возможности

The law forbids **discrimination** in employment.

Дискриминация

Professional **qualifications** should be the only consideration for hiring a new worker.

Качества

Vacancies can be specific. For example: “English speakers only”...

Вакантные должности

...or “a secretary who can take **shorthand**”.

Сокращение

All applicants have to fill out an **application form**.

Бланк заявления

They are asked to provide their **curriculum vitae**.
Резюме

It is customary to annex to it recommendations from **previous employers**.
Предыдущие работодатели

This is impossible if the applicant wishes to be **discreet** about leaving his present place of work.
Закрытый, секретный

The **personnel manager** hires and fires the employees.
Начальник отдела кадров

He also decides whether to **promote** workers.
Продвигать по службе

For hiring professional workers, the service of an **employment agency** may be used.
Кадровое агентство

These agencies also supply **part time workers**.
Работники на неполную ставку

For a big seasonal **undertaking**, **temporary workers** are hired.
Распродажа

Временные работники

They are paid a **basic wage** and a bonus.
Базисная зарплата

A worker gets **tenure** only after being with the firm for three years.

Статус постоянного работника, постоянство

Workers at all levels receive **fringe benefits**.

Дополнительные льготы

These benefits are agreed upon by common consent of the company and the **labor/trade unions**.

Профсоюзы

All our employees **retire** at the age of sixty five.

Уходить в отставку

They are then still covered by a **health care plan**...

Медицинская страховка

...and they have a regular income from their **retirement pension**.

Пенсия по старости

how to consult?

Как консультировать

If I were in your place I would try to...

I think it would be a good idea to...

You'd better talk to him about...

I'd suggest that you first try...

I think that you must report the...

Why don't you consult with ... on the matter.

You would be better off going to...

Have you tried writing a letter to...?

I would strongly advise postponing it.

You don't really have a choice, do you?

I don't think you have any alternative.

Oh no, don't do that, before you consider it further.

That's a bad idea; it's a waste of time.

I don't think it would be advisable to...

I can't recommend ... at the moment.

I wouldn't do that, if I were you.

It might be a good idea to look at it this way.

Have you considered the possibility of...?

phrases that make a special impression

Фразы, которые производят особое впечатление

This business is a real **rat race**, you have to be exceptionally alert to succeed.

Ожесточенная конкуренция

Your firm has been **falling behind** on payments, we'll have to reduce your credit.

Отставать

I can't be at the board meeting today, can you **sit in** for me?

I've closed six deals today and written two contracts.
Well, it's **all in a day's work**.

Обычный рабочий день

Let's **get it over** with. There's no time like the present.

Закончить





2. BANKING AND STOCK EXCHANGE

Банки и биржа

personal banking

Банковское обслуживание частных лиц

I want to open a **bank account**.

Банковский счет

Just a regular **checking account**.

Текущий банковский счет

We need two **identification documents**.

Документы, удостоверяющие личность

Here is my **identity card** and passport.

Удостоверение личности

Please fill out this **form**.

Форма

Sign here please, this will be your **specimen** signature.

Образец

Would you like to open a **savings account** as well?

Сберегательный счет

Just talk to someone in our **savings department**; they will give you further details.

Отдел сберегательных вкладов

Credit is given after three months of regular salary deposits.

Кредит

My salary will be **transferred** to this account automatically.

Переведена

In that case we can issue a **credit card** immediately.

Кредитная карточка

Credit cards allow one to buy things without carrying a lot of **cash** around.

Наличные

Payments are made at the beginning of the following month, and no **interest** is charged.

Проценты

Large purchases can be paid for in **monthly instalments**.

Ежемесячные платежи

Will I be able to **withdraw cash** from another branch with this card?

Снять наличные деньги

Of course, you can use the **cash dispenser** with your credit card.

I'll need a list of your **bank's branches**.

Филиалы банка

I have to order **cheque books** with my new address.

Чековые книжки

Would you like to allow anyone else to **draw** money from your account?

Снять

The drawer is the person writing out or drawing the cheque.

Предъявитель

The drawee is the bank on which the cheque is made payable.

Плательщик

The payee is **the beneficiary**, the person to whom the cheque is made payable.

Получатель

What is the **balance** of my account?

Остаток

I wrote a few **post-dated cheques**, and I'd like to check my balance.

Отсроченные чеки

You have quite a large **overdraft** this month.

Овердрафт, превышение кредита

Two of the cheques you deposited have **bounced**.

Вернулись

Your account will be **limited** until you cover your debt.
Ограничен

Can I **cash** this cheque, please?
Обналичить

No, this is a **post-dated** cheque. It can only be cashed on the date specified.
Отсроченный

Is there is a **commission** charged for cashing travellers' cheques?
Комиссионные

Yes, there is a 5% **fee** charged on all transactions.
Плата

I would like to exchange some **foreign currency**.
Иностранная валюта

What is the **exchange rate** for U.S. Dollars?
Обменный курс

Is it possible to deposit some **valuables** in the bank's safe?
Ценности

Our bank rents **safe-boxes** for depositing valuable objects.
Сейфы

The **rental** does not include insurance.
Аренда

The **safe deposit department** is right down the stairs.

Отдел сейфов

22

business banking

Банковское обслуживание бизнесов

I would like to speak to the **bank manager** please.

Управляющий банком

I am afraid I'll need a larger **credit**.

Кредит

We can't grant more credit unless you can provide sufficient **collateral**.

Залог

Has your firm ever declared **bankruptcy**?

Банкротство

No, I had to **liquidate** my last company, but all debts were settled.

Ликвидировать (компанию)

Can I **borrow money** from the bank, meanwhile?

Занимать деньги, брать ссуду

I have a rather tight **cash flow** at the moment.

Денежный поток

Apply for a loan. I'm sure it will be approved.

Обратиться за кредитом

For the time being, we will lend you money at **low interest**.

Низкий процент

We will check if your collateral is **adequate**.

Достаточный

I'm sorry, we cannot **advance money** until we get approval.

Дать аванс

The **loan department** will check your request and give you an answer by tomorrow morning

Кредитный отдел

I'll need a **statement** of all my accounts.

Банковская распечатка

Please see any of the **tellers**; they will help you.

Кассиры, служащие

This is a cheque made out to my firm. Can I **deposit** it in my account?

Вложить

A non-transferable or **crossed cheque** will be paid only into the payee's bank account.

Кроссированный чек

A **cheque to bearer** will be paid to whoever presents it.

Чек на предъявителя

A crossed cheque is **not negotiable** and cannot be cashed over the counter.

Не может быть обналичен

It can only be **paid** into a bank account.

Вложить

An **endorsed cheque** changes hands and responsibility as well.

Чек, переданный третьему лицу

The **endorsee** then pays the cheque in to his own account

Индосирование

A **bill of exchange** is often used like a cheque in international trade.

Вексель

A **letter of credit** ties up the buyer's money, in the seller's favor.

Аккредитивное письмо

It is an arrangement with a bank **to guarantee** payment to the seller.

Гарантировать

Is this the **foreign exchange department**?

Валютный отдел

What is the **rate of exchange** for the U.S. dollar?

Обменный курс

The **foreign exchange market** has been unstable lately.

Валютный рынок

The **selling rate** changes every day.

Курс продажи

The **central bank** announces a new rate of exchange every day.

25

Центробанк

Any **transaction** carried out after lunchtime is regarded as the next business day's transaction.

Транзакция

The bank's selling rate of foreign currency is higher than its **buying rate**.

Курс покупки

Is it wise to **invest** in foreign currency?

Инвестировать

It's hard to tell, and you know these investments don't offer a **high interest** rate.

Высокий процент

the **stock exchange**

Фондовая биржа

A firm can **raise money** by issuing stock to the public.

Привлекать деньги

The **issued share capital** is the amount of money which is raised by selling the stock.

Уставной капитал

These shares are sold at **cost price**.

Себестоимость

The situation of shares on the stock exchange was

stable before the weekend. Nothing rose or fell to any great extent.

Стабильный

The Stock Exchange quotes shares and **stock** twice a day.

Ценные бумаги

There is a morning, **opening quotation** and an end-of-the-day, closing one.

Котировка при открытии биржи

On the London Stock Exchange, the **broker** acts for his clients.

Брокер

He receives a **commission** in return for his work.

Комиссионные

The **jobber** buys and sells for his own account and at his own risk.

Биржевой маклер

On other stock exchanges, there is no difference between broker and jobber, they both perform the same **tasks**.

Задачи, роли

If you are not an expert on the stock exchange, you might want to invest in a **trust fund**.

Доверительный фонд

These funds invest in shares and **bonds**, and collect a commission on revenues.

Облигации

The Dow Jones **industrial average** totals the prices of

30 representative stocks.

Промышленный индекс

27

Then it deducts compensation for stock splits and **dividends**.

Дивиденды

The result on the New York Stock Exchange shows the **trend** of the market.

Тенденция

There has been a **steady market** for the last few months.

Стабильный рынок

The market has been **strong** since the beginning of the year.

Крепкий

Trade is **booming** and prices have reached an all-time high.

Растет

Many shares **picked up** and reached an all-time peak.

Восстановились

Share **rating** is subject to fast changes.

Рейтинг

The **face value** of a share does not determine its market value.

Номинальная стоимость

The value of a share is calculated according to **supply and demand**.

Предложение и спрос

how to ask for information

Как попросить информацию

I would like to make some inquiries about ...

There are several questions I would like to ask.

Can you please quote me...?

Please supply some more information on...

Can you show me how to...?

Can you provide further information on...?

I need some information.

Do you have a different idea on...?

I need to consult you about...

How can I get a detailed description?

How can I get some more technical information?

Can you supply me with additional references?

I want to ask your opinion.

This information is strictly confidential.

I would be grateful if you could let me know...

I would be grateful if you would assist me.

Your experience will be helpful.

I would appreciate your help very much.

Фразы, которые производят особое впечатление

You must absolutely invest in these shares! It's **a once in a life-time** opportunity!

Раз в жизни

Investing in stock is like a **roll of the dice**; sometimes you win and sometimes you lose.

Бросать жребий, кидать кубики

If you want to invest in bonds and shares, it's a good idea to be **up to date** on the market's trend.

Информированный

Despite the market's **ups and downs**, my investments have shown a profit.

Взлеты и падения

I didn't sell out on time, so I lost some money. Well, you know what they say, **easy come easy go**.

Легко пришло, легко ушло

If the **worst comes to the worst** and I lose all my money, I still have my pension fund.

В самом плохом случае



3. ECONOMICS AND FINANCE

Экономика и финансы

general terms

Общее

Macro-economics studies **economic phenomena** at the level of the national economy.

Экономические явления

Micro-economics, on the other hand, studies enterprises, or firms, and their connection with the national economy.

Микроэкономика

Two main economic systems coexist in **contemporary** society: market economy and central planned economy.

Современный

Market economy is a free market which is guided by supply and demand.

Рыночная экономика

It is also known as the **free enterprise** system.

Свободная инициатива

The market-oriented economic system is never static; it has booms, **depressions**, revival - and trade cycles.

Депрессия

During a **recession**, production is reduced.

Рецессия, спад

This happens because **private consumption** decreases.

Частное потребление

Central planned economy, on the other hand, follows a plan determined by a central governing body.

Контролируемая центральная экономика

Political economy studies the problems of production, circulation and **consumption** of goods.

Потребление

Production is the amount of goods actually manufactured in a given **interval of time**.

Производство, интервал времени

Productivity is the average amount of goods produced by one worker in a given period or unit of time.

Продуктивность

GNP, gross national product, is the total wealth earned or brought into existence by a country in a particular year.

Валовой национальный продукт (ВВП)

The GNP is usually larger when a country has **economic stability**.

Economic planning aims at balancing needs with **resources**.

Ресурсы

Productivity will be higher if a country has good **means of production**.

Средства производства

The means of production depend on the country's level of **industrialization**.

Индустриализация

A **stable currency** reflects a country's political and socio-economic stability.

Стабильная валюта

Exports create an **inflow** of foreign currency.

Приток

Imports lead to an **outflow** of currency.

Отток

Import restrictions are enforced to prevent the outflow of currency.

Импортные ограничения

With a sharp rise in imports, the deficit in the **trade balance increases considerably**.

Торговый баланс

An economic crisis is a state of low trade activity which occurs cyclically after a period of boom and one of recession.

Экономический кризис

terms

Термины

Supply and demand is a key term in modern economics.

Спрос и предложение

Planning future strategies requires a study of **consumer behaviour**.

Поведение потребителей,

психология потребителя

Consumer goods are products (food, clothing, etc.) and services (doctor's, plumber's etc.) that satisfy direct human needs.

Потребительские товары

Elasticity of demand shows the degree to which demand is sensitive to, or affected by, different price levels.

Эластичность спроса

The **cost-of-living index** is a means of measuring changes in the cost of living.

Индекс стоимости жизни

During the Middle Ages, **barter** was a common form of trade.

Бартер

A commercial firm makes **profit calculations** on capital and income.

A **cost/benefit analysis** examines and values, if a project needing large investments is profitable (in terms of money or social advantages).

Анализ стоимости и прибыли

Costs are either fixed or variable.

Расходы

Fixed costs comprise, among other things, amortization and overheads.

Постоянные расходы

Overheads are expenses related to the functioning of a business: rent, employees' salaries etc.

Накладные расходы

Amortization is a cost, but not an expense.

Амортизация

Expenses are sums of money spent on the running of a business, without adding to the value of its assets.

Расходы

An investment in building, machinery, raw materials is **capital expenditure**.

Капитальные расходы

Manufacturing, sales and financing costs are **variable costs**.

Переменные расходы

Commodities are usually materials that require a manufacturing process before they are ready for use.

Сырьевые товары

Prices of commodities are established at commodity exchanges, by the free play of **supply and demand**.

Спрос и предложение

the annual (yearly) report

Годовой отчет

The annual report should reflect the firm's **financial standing**.

Финансовое положение

What is the **trend** shown by the report?

Тенденция

The trend is **stable** for the time being.

Стабильный

Our firm has a large annual **turnover**.

Оборот

The figures will be presented at the annual **shareholders' meeting**.

Собрание акционеров

Dividends will not be large this year.

Дивиденды

The **annual turnover** has increased by 3%.

Годовой оборот

All **investments** are mentioned in the annual report.

Инвестиции

The **net revenue** is calculated every quarter.

Чистый доход

The report does not show great **profit**.

Прибыль

The net income has decreased due to **high/heavy taxation**.

Высокое (тяжелое) налогообложение

Do the figures include the **overhead expenses**?

Накладные расходы

Cash flow cannot be predicted accurately.

Денежный поток

It can only be **estimated**.

Оцениваемый

How do you calculate the value of a **brand name**?

Торговая марка

Reputation is considered a **valuable asset**.

Ценный актив

How do you calculate the **depreciation** of dead stock?

Амортизация

Please examine carefully last year's **balance sheet**.

Баланс

The value of **fixed assets** has been revised.

Основные фонды

Fixed assets such as real estate can **depreciate** over a period of time.

Амортизироваться

Current assets, assets which may be used up or turned into cash soon, include investment in research.

Оборотные фонды

Liabilities include long term and short term loans.

Пассивы баланса

The company's **operating profit** has increased less than expected.

Операционная прибыль

We will have to reduce **management expenses** next year.

Управленческие расходы

Each company has to **file a return** at the end of the year.

Сдать годовой отчет

The **tax assessor** also receives a monthly report.

Налоговый инспектор

Tax is **assessed according to** the gross revenue.

Оценивается в соответствии с

The **financial statement** has to include the evaluation of stock.

Финансовый отчет

A large **stock** can be expensive to maintain.

Инвентарь

Evaluation of the stock is based either on cost or on market value.

Оценка

When setting up a **budget**, both expenditure and revenue have to be forecast.

Бюджет

All departments are required to submit estimates of their **financial requirements**.

Финансовые требования

financing

Финансы

There is not enough **capital** to launch a new venture this year.

Капитал

Private **financing companies** charge high interest rates on loans.

Финансовые компании

We try **to finance** projects from our own resources.

Финансировать

In any case **long-term financing** has to be carefully planned.

Долгосрочное финансирование

A carefully planned **financing policy** always leaves an amount of money in reserve.

Политика финансирования

Due to our steady financial standing, our **credit rating** has always been good.

Кредитный рейтинг

This is why it was easy for us **to obtain security** for loans.

Получить гарантии

We do our best to plan every **monetary year** in advance.

Финансовый год

The **capital market** has been unstable this year.

Рынок капитала

Last year's **inflation rate** was higher than we expected.

Уровень инфляции

Due to the high inflation rate, we **shortened the credit period** for customers.

Сократили кредитный период

We hope bank **interest rates** will be lowered soon.

Процентные ставки

Sharp movements in the **stock exchange** have been recorded.

Биржа ценных бумаг

Institutional investors had to plan their investments carefully.

Институциональные инвесторы

Many companies tried **to issue shares** last year.

Выпуск акций

It is not certain if you will be able to get a **profitable return** on your investment.

Доходность инвестиции

The **taxation policy** encouraged investment in industry.

Налоговая политика

New **taxation regulations** have lately been adopted.

Правила налогообложения

Investment incentives were offered to private sectors.

Инвестиционные стимулы

One of these incentives was a reduction in the **tax on profits**.

Налог на прибыль

On the other hand, an **import tax** was legislated, to protect domestic industries.

Налог на импорт

The **sales tax / purchase tax** on imported goods was increased by 5%.

Налог на покупку

A higher **tax on exchange dealings** has also been passed.

Налог на валютные операции

The growing exchange rate of the U.S. dollar has **accelerated inflation** in our country.

Ускорил инфляцию

Due to this, the **local currency** has weakened.

how to evaluate?

Как оценивать

What is your evaluation of the...

I think it will be nearly...

I can assess the ... quite accurately.

How many boxes did you deliver?

I'd say we delivered about ... boxes.

How big is this shipment?

I think there are approximately ... tons.

How much will it cost us to...?

I can't be sure, I can only guess.

It will cost ..., more or less.

I estimate that it will cost...

I suppose it might be cheaper to...

You are probably right.

Are these figures accurate?

No, this is only my appraisal.

It's almost the same as my estimation.

I think it will cost around...

I'm sure it will cost no more than...

phrases that make a special impression

Фразы, которые производят особое впечатление

The national economy has not been very stable lately, although the business sector is trying not to **rock the boat**.

Причинять потрясения, раскачивать лодку

Investors are **walking on thin ice**.

Ситуация неустойчивая, неопределенная

On the other hand, some sectors will always find a way to exploit the situation.

С другой стороны

A country with a strong economy has a strong political influence. You know what they say: **money talks**.

Деньги решают все

It's a whole **new ball game** since Europe established The Common Market.

Ситуация изменилась

Despite the Common Market, each country has to **stand on its own two feet**.

Стоять на своих ногах



4. CONTRACTS AND AGREEMENTS

Контракты и соглашения

establishing commercial relations

Торговые отношения

The **contracting parties** have reached an agreement.

Стороны в контракте

We want to **establish** and develop direct commercial relations.

Установить, заложить

It will be to our **mutual benefit** to sign a contract.

Взаимная выгода

The agreement shall **come into force** on the date of its signature.

Вступать в силу

...and shall remain **valid** for a period of one year.

Действительный

This agreement is to be **in force** for twelve months.
В силе

It **will be revised** on the basis of results achieved.
Будет пересмотрен

Upon the **expiry of this period** the agreement shall automatically remain in force for additional periods of one year.

По истечении срока

...unless either party notifies the other in writing of its intention to **terminate** the agreement.

Прекратить

The **preamble** is part of the contract.

Вступление

The preamble to this agreement constitutes an **integral part** thereof.

Интегральная часть

The parties will approve this agreement with their **signatures**...

Подписи

...after which the contract has to be **stamped**.

Проштампован

This action will **give effect** to the document.

Дать силу

The contract will be **void** if it is not stamped on time.

Аннулировать

The **annex** contains all the necessary additions.

Приложение

Sometimes a document may have an **appendix**.

Дополнение

The appendix contains information that is **related to** the agreement.

Связанная с

All **supplements** have to be signed as well.

Добавки

This agreement is approved **in the presence of** both parties.

В присутствии

Note the **accessory contract** added to the agreement.

Акцессорный договор

This contract is between a **borrower and a lender**.

Заемщик и кредитор

Possession of the goods does not change.

Собственность

Goods or equipment are **lent** for a period of time.

Сданы в наем

The equipment lent shall be in **good running order**.

В хорошем рабочем состоянии

The borrower **undertakes** to keep and to maintain the equipment at his own expense.

Обязуется

The borrower undertakes to pay **promptly** all taxes and fees.

Точно

He will be **accountable** for any damages.

Ответственный

The lender shall be **entitled** at any time to inspect the equipment.

Имеет право

None of the machines may be sublet to a **third party**.

Третья сторона

All **customs duties** will be paid by the lender.

Таможенные сборы

He will remain in **absolute ownership** of the equipment.

Абсолютная собственность

Any claims will be discussed in a **labor court**.

Суд по трудовым спорам

The **bearer** of this document will represent us in this matter.

Предъявитель

He will present a **Power of Attorney**.

Доверенность

legal aspects

Правовые аспекты

Please send us a **preliminary draft** before printing the final copy.

Предварительный черновик

We would like to **revise** a few articles.

Пересматривать

We do not accept **clause** number 5.

Пункт

Our **analysis** of this clause was different.

Анализ

At this time the draft is still **revocable**.

Подлежит отмене

Any one of the parties can **retract**.

Отказываться

Any **violation** of the terms of payment may lead to cancellation of the contract.

Нарушение

The violating party will have to **compensate** the damaged party.

Компенсировать

The **aforsaid** is accepted by both parties.

Вышеупомянутый

We have to check whether the document stands **in conflict** with commercial laws.

В несоответствии

...if it does, the contract is **considered illegal**.

Считается незаконным

The **legal validity** of a contract is essential in case of a dispute.

Юридическая сила

In a dispute the contract will serve as **documentary evidence**.

Документальное доказательство

International trade and agreements have to comply with **international law**.

Международное право

Jurisdiction and arbitration are important clauses of a contract.

Юрисдикция

A document has to be **authentic** to be admissible in court.

Подлинный

The document will also be checked for **falsification**.

Подделка

...in which case the court will declare that the document is **inadmissible**.

Неприемлемый

a price proposal (quotation)

Предложение цены

Kindly let us have a **quotation** for the items on the list enclosed.

Предложение цены

Please send us your latest catalog and an **updated price-list**.

Обновленный прайс-лист

Prices may **vary** every half year according to supply and demand.

Меняться

To secure prices, please make an **advance payment** of 20%.

Аванс

This special offer is **valid until** the end of the month.

Годен до

Prices are subject to change **without prior notice**.

Без предварительного уведомления

This is due to the **changing exchange rates** of foreign currencies.

Изменения валютных курсов

payment

Платеж

Terms of payment for the first order will be **COD (cash on delivery)**

Наложенным платежом

Under a COD, payment is made on receipt of the goods; that means that the supplier does **not allow credit**.

Не дает кредит

As this is the first time that we are working together, kindly arrange for **CWO (cash with order)** payment.

Платеж при заказе

CWO means that the buyer pays for the goods when he **places the order**.

Заказывает

As you know, according to the contract, we are not **obliged to grant** any more credit.

Обязаны предоставлять

...therefore credit will be granted only as an **act of good will**.

Акт доброй воли

We will, however, **consider** granting you credit on future orders.

Рассмотрим

Payment will be made by a confirmed **irrevocable** letter of credit.

Неотменяемый

It will be opened in **our favour** with our bank in...

Нам

Sometimes we may require a **cash deposit** before shipment.

Денежный депозит

shipment and delivery

Доставка

We are **bound** by our contract to supply the quantity required immediately.

Обязуемся

The agreement **states that** two additional weeks are allowed to prepare custom orders.

Говорит, что

Inspection of the goods in respect of quality shall be effected by the buyer's representative.

Инспекция

Quality of the goods shall be confirmed by **certificates** issued by the manufacturing mill.

Сертификат

The certificates shall show the **results** of the tests.

Результаты

We received an **overshipment** last time.

Передоставка

We have **warehoused** the quantity in excess.

Складировали

Please note that the **packing list** should show the weight of the goods.

Упаковочный лист

Packing lists shall be made out in **quadruplicate**.

Четыре экземпляра

Please send the invoice in **triplicate**.

Три экземпляра

The seller shall be responsible for any damage caused by **inadequate** or unsuitable packing.

Недостаточный

Each package shall be provided with marking showing the **place of destination**.

Пункт назначения

Please note the **above mentioned**, to prevent loss of the goods.

Вышеупомянутый

Speakit

issuing a tender (RFP)

Тендер

We will **grant a licence** for manufacturing this product domestically.

Выдавать лицензию

We will launch a **tender** for this project.

Тендер

Companies wishing to participate in the tender must send an **advance notice**.

Предварительное уведомление

Preference will be given to the company offering

how to complain?

Как жаловаться

I would like to make a complaint.

These are not the items we ordered.

As the goods have arrived damaged, please replace...

I'm not satisfied with...

The delay in shipment is unreasonable.

I can't imagine why you...

I'm very disappointed, I expected...

This is simply not good enough.

This is not the first time...

It has caused me enough trouble already.

I expect you to look into the matter personally.

Do you think you can sort out the problem?

How long will it take to fix the...?

I will have to ask you to be more cautious.

We should receive compensation for...

Please send us a refund for...

I'm afraid that's no excuse for shoddy workmanship.

phrases that make a special impression

Фразы, которые производят особое впечатление

I thought this contract would be **a piece of cake** to prepare.

Пара пустяков

Their constantly changing their minds was a **pain in the neck**.

Надоедливый

Anyway don't get **carried away**, it isn't signed yet.

Восторженный

There is nothing to discuss, this is my last offer. **Take it or leave it**.

Примите это или отвергните

I fixed all the articles as agreed. I **started from scratch** and rewrote the entire contract.

Начинать с нуля

Yes, I can approve this copy. It's **more or less** what we had in mind.

Примерно



5. RESEARCH AND DEVELOPMENT

Исследование и разработка

general

Общее

Our **R&D (Research and Development)** Department has been expanded recently.

Исследование и разработка

There is a great demand for **competent scientists**.

Талантливые ученые

People who search for and recruit new talent are called **“Head-Hunters”**.

Охотники за головами

Our **chief scientist** is an international expert.

Главный ученый

Many of our projects were based on his **evaluations**.

Оценки

A large percentage of the company's revenue is **devoted** to research.

Посвященный

All our latest technological developments are kept **strictly confidential**.

Строго конфиденциально

We apply **strict safety tests** to all new products.

Строгие проверки на безопасность

The **laboratory results** have proved to be trustworthy.

Лабораторные результаты

Reliability is essential, especially for **delicate** lab equipment.

Деликатный

All research **conclusions** should be filed as top secret.

Выводы

The security officer's duty, among his other duties, is to prevent **industrial espionage**.

Индустриальный шпионаж

New inventions will be registered as **patents**.

Патенты

This action has been taken as a **precaution**, to secure the rights on our inventions.

Меры предосторожности

Some discoveries occur simultaneously in several places through sheer **coincidence**.

Совпадение

High-tech products are made only to order.
Высокотехнологичные продукты

They have to be **custom built** for each client.
На заказ

Sometimes we may produce only a **semi-finished product**.

Незавершенный продукт

The client will then specify what final **adjustment** he desires.

Настройка

All lines have to meet high **international standards**.
Международные стандарты

A **conveyor-belt** is used for mass production.
Конвейер

An **assembly-line** requires less man-power.
Сборочный конвейер

The assembly line is flexible to permit **modifications** in the technological line.
Модификации

Durables are goods that last a long time, like a television set, or a refrigerator.
Товары длительного пользования

Food and clothing are **non-durables**.
Товары текущего пользования

Today many products are called **environmentally friendly**.

Благоприятны для окружающей среды

This means that they are made of **non-toxic** materials.

Не токсичные

...which can be **recycled** after use.

Переработаны

presenting your product

Представление продукта

I would like to outline the **main features** of this new product.

Основные свойства

... and of course, I will compare it with similar **competing** products.

Конкурирующие

In turning this product out, **emphasis** was laid on safety.

Акцент

Our firm enjoys a reputation for giving **reliable service**.

Надежный сервис

This is why our **trade mark** is clearly printed on the package.

Торговая марка

We believe that, following the latest **improvements**,

our product will meet with a ready sale.

Улучшения

We may even boast that it is **unique** in its field.

Уникальный

It is easy to use, and **portable**.

Портативный

Several **professional articles** have described it as the best product of its kind available on the market at present.

Профессиональные статьи

The first **prototype** raised a lot of problems.

Прототип

Many improvements have been achieved since we presented the first **mock-up**.

Макет

We eliminated **flaws**, if we found any.

Недостатки

The reliability of this **component** is above average.

Компонент

Let me point out some more **advantages**.

Преимущества

It has an excellent new **shock absorber**.

Амортизатор

We have made the frame more **flexible**.

Гибкая

...and the rubber seal has made it **water proof**.

Водонепроницаемый

The product is **hand made**

Ручная сделка

experimental

Экспериментальный

disposable

Одноразовый

suitable

Подходящий

satisfactory

Удовлетворяющий

accurate.

Точный

sensitive

Чувствительный

reliable

Надежный

sophisticated

Сложный, тонкий

hi-tech

Высокотехнологичный

unique

Уникальный

It is made of **natural** materials

Натуральные

organic materials

Органические

silicone

Силикон

sawdust

Опилки

scraps

Рухлядь, хлам

stainless steel.

Нержавеющая сталь

armored glass

Пуленепробиваемое стекло

optic fibers

Оптические волокна

artificial materials

Искусственные

This material is **smooth**

Гладкий

delicate

Нежный

elastic

Эластичный

fragile

Хрупкий

absorbent

Впитывающий

porous

Пористый

viscous

Липкий, вязкий

sticky

Клейкий

dissolving

Растворимый

solvent

Растворяющий

inflammable

Воспламеняющийся

corrosive

Коррозионный

perishable

Скоропортящийся

63

unusable

Негодный

decayed

Гнилой

coarse

Грубый, крупный

dense

Плотный, густой

homogeneous

Однородный

heterogeneous

Неоднородный

key phrases in a presentation

Презентация — ключевые фразы

Good morning, thank you for coming.

I'm delighted to introduce Mr... from...

He is the development director at...

Hello, I have been invited to talk about...

My presentation will cover the following points...

Please save your questions until after the presentation.

On the board I have written the figures for...

These figures match the slides I will show later.

Let's take a look at page of the report.

Could we please turn off the lights?

I would like to show a video presentation we have prepared.

If you'll bear with me for just a moment...

That's a good question. We shall of course...

Before we finish, are there any questions?

I think my analysis shows that...

Thank you very much for your attention.

I hope the presentation has been helpful.

I have enjoyed being here today.

...and thank you for inviting me.

phrases that make a special impression

Фразы, которые производят особое впечатление

It goes without saying that every new product should improve on the previous one.

Само собой разумеется

The development department accompanies a product

all the way until it is ready for marketing.

Все время

65

We never **cut corners** on safety precautions.

Обходить острые углы

I love working with raw materials and watching them **come to life**.

Оживать

I'm having some trouble solving this, will you **lend me a hand**?

Помогите мне

I'm sorry I don't have time right now, but I'll **look into it** tomorrow.

Проверить, просмотреть

I could give you a few **tips** that might help you solve the problems faster.

Советы

Speakit
.TV



6. MEETINGS AND NEGOTIATIONS

Встречи и переговоры

schedule an appointment

Организация встречи

Good morning. I'd like **to make an appointment** with the sales director.

Назначить встречу

I have received a letter, in which he offers his **cooperation**.

Сотрудничество

The matter should be discussed in **greater detail**.

Более подробно

My company is mainly **active** in distribution.

Действующая

It would be better if the sales director could **attend** the meeting as well.

Both of us can **benefit** from this meeting.

Извлекать пользу

Would he have some **free time** next week?

Свободное время

What time would be **suitable** for me to come?

Подходящее

It is much more **convenient** for us to meet in my office.

Удобно

I would like to **confirm** my appointment for tomorrow.

Подтвердить

Unfortunately, I'll have to ask you to **reschedule** the appointment.

Перенести

Let's **arrange** a new date.

Установим

I'm sorry that I can't **keep the** appointment.

Осуществить, придерживаться

An emergency has turned up which **requires my attention**.

Требуется моего внимания

Perhaps we could fix an **alternative date** now.

Альтернативная дата

I will **confirm** the new date after checking my

appointment book.

Подтвержу

I suggest we meet for a **business lunch**.

Бизнес-ланч

That is the only time I have free; other than that, my **diary is full**.

Мой дневник заполнен до отказа

I will send you a brief before we meet, so you can **review** the data.

Обозревать

at the meeting

На встрече

A **receptionist** receives the visitors and directs them.

Секретарь в приемной

Mr. ... is **expecting** you.

Ожидает

The **conference** will start in a few moments.

Конференция, совещание

Meanwhile we can wait in the **waiting room**.

Приемная

Please follow me, I'll **show you** in.

Провожу вас

I'm glad we've got this **opportunity** to meet.

Возможность

I called this meeting in order to **reach a decision**.

Принять решение

Let's get to the **core of the matter**.

Суть дела

First, I would like **to outline the situation**.

Обрисовать ситуацию

It is important to **point out** that...

Подчеркнуть

Can I have your **analysis** of the report?

Анализ

I didn't quite understand, could you **clarify** that last point?

Прояснить

I'm sorry, I don't **follow you**.

Не понял

Let me **develop** that issue further.

Развивать

I think I can already **sum up** the main issues we've agreed upon.

Подводить итог

It looks like we have **covered** everything.

Охватили

I would like to **conclude** our meeting.

Закljučать

Does anyone have any last **remarks** today?

Замечания

...If not, I **adjourn** this meeting for...

Откладывать

...and thank you for your **contribution**.

Вклад

I **look forward** to hearing from you soon.

Ожидать



In negotiating, it is better to **propose than to impose**.

Предложить, навязывать

Do not ask for **favours**.

Любезность

Use **obvious arguments** to make your point.

Очевидные аргументы

We agreed on most of the **terms** beforehand.

Условия

The meeting is to **discuss details**.

Обсудить детали

We will have to **negotiate** a few items.

Вести переговоры

What is your **point of view**?

Точка зрения

Well, first I **object** to the terms of payment.

Возражать

Your **bid** was less attractive than those of other firms.

Предложенная цена

Perhaps we can **reexamine** our quotation.

Пересматривать

I **appreciate** your position.

Ценить, понимать

My firm has to **take into account** all aspects.

Принимать во внимание

We are currently **negotiating** with a number of firms.

Договариваемся

No agreement has been **finalized** yet.

Завершенный

We like to leave all our **options** open.

Опции

We can **offer you** a sole agency for one year.

Предложить вам

This will give us an opportunity to **evaluate your ability**.

Оценить ваши способности

Can you suggest a **compromise**?
Компромисс

Are you in a **position** to offer more significant discounts?

Позиция

If I agree to the **modifications** you offer, can we close the deal?

Изменения

Yes, these will be more **acceptable** terms.

Приемлемые

I'll have to **amend** the quotation and send it back to you.

Исправлять

The agreement must be confirmed by **written notification**.

Письменное уведомление

Do I have your **consent** to prepare the contract?
Согласие

Let's work for a trial period without any **written commitment**.

Письменное обязательство

Good, we've made some **progress** today.
Прогресс

I'm glad we reached a **compromise**.
Компромисс

Let me send you a **summary** tomorrow morning.
Итог

I hope this will lead to a **mutually profitable** business.
Взаимовыгодный

I look forward to a long and successful **association**.
Связи

how to show enthusiasm

Как показывать энтузиазм

This is just what I wanted. It's great.

It's unbelievable, you read my mind.

Thank you, I'm flattered.

This is beautiful.

Perfect, I like it.

I love your new...

It looks incredible.

It's a wonderful idea.

It came as a pleasant surprise.

I admire the way you...

Good work, very impressive!

I'm amazed you finished it in time.

It sounds exciting.

The design is astonishing.

I didn't expect it to be so colorful.

It's very pretty.

It catches the eye immediately.

Outstanding, good work.

phrases that make a special impression

Фразы, которые производят особое впечатление

I'm sorry, I didn't mean to insult you, it was just a **slip of the tongue**.

Оговорка

I hope we can **clear the air** between us before we continue.

Разрядить атмосферу

Of course I accept your apologies; **no hard feelings**.

Никаких обид

Before we start, give me your **bottom line**, what is the price?

Итоговая строка

Please **bear with me** for a moment, and I'll explain all the details.

Проявите терпение

I don't mean to **give you a hard time**, but I am in a hurry.

Осложнять вам жизнь

Sir, if you will just **give me a chance**, I'm sure we can both benefit from this meeting.

Дайте мне шанс

I understand, but you see I have to **draw the line** if the project appears too expensive.

Проводить границу

I'm sure we can **work out** all our differences and agree on the price.

Решить

You certainly **drive a hard bargain**, I didn't expect to sell at this price.

Торговаться

Let's **shake hands on** the contract, until the typist has it ready for signing.

По рукам

Between you and me, you've got yourself a good deal.

Между нами



7. MARKETING AND SALES

Маркетинг и продажи

market research

Исследование рынка

We are opening two new **branches** soon
Филиалы

We work strictly on a **franchising** basis.
Франчайзинг

We have to carry out some **market research** prior to the opening.

Исследование рынка

We will need a survey of **consumer habits**.
Предпочтения потребителей

A variety of surveys are carried out to **gather information**.

Сбор информации

Market research is a **fact-finding** procedure.

Установление фактов

Most research is based on **statistics**.

Статистика

It consists in gathering and **analysing data** on the relation between product and market.

Анализировать данные

The research aims at **supplying** the right products for the right market, at the right price and time.

Поставить

Marketing research has to carefully assess **market trends**.

Тенденции рынка

Only objective analysis can produce the right **conclusions**.

Выводы

A market **forecast** is essential for future planning.

Прогноз

The research will help us predict the **market share** we would have to reach for the new product to be profitable.

Доля рынка

It will also enable us to determine the **break-even point**.

Точка баланса

Маркетинг

We would like our product to **penetrate** the market fast.
Проникать

Therefore we shall have to offer a more **competitive** price.

Конкурентный

If you **reduce costs**, the price can become more competitive.

Уменьшить затраты

Market **fluctuations** make it impossible for us to keep the prices stable.

Колебания

Your prices are **reasonable**.

Разумные

We would like to test the market first with a **trial order**.

Пробный заказ

We are confident that the goods will find a **ready sale** here.

Сбыт

Demand has lately exceeded the possibilities of **supply**.

Спрос, предложение

We have been **flooded** with heavy last-minute orders.

Наводнены

Can you guarantee regular deliveries for **large orders**?

Большие заказы

If your prices are attractive, we will do our best to **promote sales**.

Стимулировать продажи

We have gained a wide experience of the **requirements** of the local market.

Требования

We have very good connections with all the leading **wholesale dealers**.

Оптовые торговцы

Through our **distribution channels**, we are able to reach almost all the **retailers**.

Каналы распределения, розничные торговцы

We would be interested in examining the **display system** for your products.

Система индикации

What special discount could you grant a **sole agent**?

Монопольный агент

I was **appointed** their sole agent for this area.

Был назначен

Our sales agents work on **commission** only.

Комиссионные

Each agent has a **defined sales region**.

Определенный регион продажи

Agents are provided with samples and **demonstration models**.

80

Демонстрация моделей

In case of customer **insolvency**, commission will not be paid;

Неплатежеспособность

...in the event of any commission having already been paid to the agent, it will be **refunded**.

Будет возвращено

The sales manager receives **periodical reports** from his travelling salesmen.

Периодические отчеты



End of season sales usually bring in good money.

Распродажа в конце сезона

Even better bargains can be found at **liquidation sales**.

Ликвидация

We are closing for **renovation**; all goods at liquidation prices.

Ремонт

If you persevere, you can find goods at **rock-bottom prices**.

Самые низкие цены

In order to accelerate **stock rotation**, we advertise special offers for a limited time.

Оборот товарных запасов

Chain stores and **department stores** offer a wide range of consumer goods.

Сеть магазинов, универмаги

They invest effort in promoting the **point of purchase**.

Торговые точки

We have seen your advertisement and would like **more details**.

Дополнительные детали

I have been studying the **catalogue** you sent me a few weeks ago.

Каталог

I feel that there would be **considerable demand** for many of your items.

Значительный спрос

We would like to order the **following articles** from your catalogue.

Следующие товары

All you have to do is fill in the **enclosed coupon**.

Приложенный купон

The **local distributor** will deliver the order within 48 hours.

Местный дистрибьютор

Условия оплаты

We accept with thanks the 12% discount you **granted** us.

Предоставили

The **draft** has been made out for payment 30 days after sight.

Чек

Would it be possible to receive a larger discount against **cash payment**?

Оплата наличными

We have a **low margin of profit**, which prevents us from granting any further reductions.

Низкая маржа прибыли

We are prepared to offer you the following terms of payment: half on order and the remainder in **monthly instalments**.

Ежемесячные платежи

We will place quite a large **initial order**.

Первоначальный заказ

Can you guarantee regular delivery for **substantial orders**?

Существенные заказы

For the order you placed with us, we suggest the **following terms**:

Следующие условия

50% on your confirmation of the order, and the **balance** of 50% at delivery.

83

Остаток

We will grant you **quarterly settlement terms** in the future.

Ежеквартальные условия платежей

As agreed, we will pay **COD (cash on delivery)** this time.

Наложенным платежом

The merchandise will be handed to you on **acceptance of payment**.

Получение платежа

You proposed that we grant you **six months credit** for this initial order.

Кредит на шесть месяцев

We have explained however that trial orders are supplied only against cash or **Letter of Credit**.

Аккредитивное письмо

As soon as we **receive confirmation** that the L/C has been opened, we will ship your order.

Получим подтверждение

The initial order will be despatched, subject to our receiving **satisfactory references**.

Удовлетворительные рекомендации

It is customary to **grant credit** only after the customer has submitted business references.

Выдавать кредит

Your order will be **processed** as soon as you let us

have the customary trade references.

Обработан

Then we shall be glad to consider offering you **open-account** facilities.

Открытый счет

Please supply us with information on your firm's **financial standing**.

Финансовое положение

documents

Документы

We should be obliged if you would **quote** us your lowest price.

Назначать цену

Our agents have asked us for **quotations**.

Предложение цены

All sales must be accompanied by an **invoice**.

Счет, инвойс

Invoices are used, among other purposes, for book-keeping and **stock control**.

Складской учет

An invoice lists goods and states **price per unit**.

Цена за единицу

It also states the date and means of dispatch, and the **total amount owing**.

A **pro-forma invoice** is similar to the commercial invoice.

Прейскурант, предложение цен

The goods are dispatched to the customer after **payment has been received**.

Получение платежа

On receipt of the goods, the receiver signs the **delivery note**.

Накладная

His signature implies that the goods have arrived as ordered and in **good condition**.

В хорошем состоянии

A **receipt** is a written acknowledgement for things received, money or goods.

Получение

The sales department is instructed to **confirm** every order before shipping.

Подтвердить

Please confirm by letter or fax the **order you placed by telephone**.

Телефонный заказ

After approval, the order **will be carried out**.

Будет осуществлен

If a client returns goods, we issue a **credit note** in his favor.

Кредитная нота

making your acquaintance

Как познакомиться

I don't think we have met, have we?

Let me introduce myself, I'm from ... Ltd.

Hello, I represent...

Excuse me, I didn't catch your name.

My name is ... , and I am the ... manager.

Here's my card.

Let me give you my fax number as well.

This is my colleague, Mr...

I'm very pleased to meet you.

How do you do?

I don't think you have met ..., have you?

...and I believe you already know...

Sure; we met at the last conference.

Yes, I have. It's a pleasure seeing you again.

Hello, it's nice to see you again.

May I have the pleasure of introducing...

I'm glad we have finally met.

We should get together some time.

I'll give you a call.

Please do.

phrases that make a special impression

Фразы, которые производят особое впечатление

Our last product really **hit the jackpot**; the demand was higher than we expected.

Добиваться большого успеха

This marketing idea is great, **the sky is the limit** with all the opportunities we have.

Нет границ

Don't worry, I'm sure you will succeed, **all in good time**, you've just got to be more patient.

Все в в свое время

I've just finished two long meetings and I have a headache, I think I'll **call it a day**.

“Закреть день”

If your strategy is likely to increase sales, you have my consent to **go ahead**.

Продолжить

I didn't believe he would make it, but you know what they say, you can't **argue with success**.

С успехом не поспоришь

If you are certain that's the right thing to do, then **go for it!**

Пойди (решишь) на это

I know what I hope to achieve, but I'm not sure how to **go about it**.

Осуществить это

how to confirm and approve?

Как подтвердить и утвердить

You're absolutely right.

I can't agree with you more.

That's what I think.

That's exactly what I mean.

In such a situation, I would do the same.

I suppose you are right.

Yes, that's a good idea.

I will support you with the...

You have my consent.

I think we have a basic understanding.

All right, I will see to it.

Trust me, I'll take care of it.

You can count on me.

Go ahead, you can...

No, I don't mind, please do.

That will be just fine.

Good, this is just what I wanted.

Yes, I'll approve the...

Please get confirmation before...

That's fine by me.

I'm in full agreement.

I'll get down to it straight away.

phrases that make an impression

Фразы, которые производят особое впечатление

Of course you can print this file, **as a matter of fact** this printer was designed to support graphics.

В сущности

I like the challenge, I will get this project done by **hook or by crook**.

Всеми правдами и неправдами

I will take care of this right away, **consider it done**.

Рассмотрим это как данное (завершенное)

It is very simple to operate this program, I'll have it done **in no time**.

Моментально

The computer program works **on and off**, I can never rely on it.

Время от времени



8. TRANSPORTATION AND INSURANCE

Транспортировка и страхование

transportation

Транспортировка

Means of **conveyance** circulate by land, sea or air.

Перевозка

Route selection depends on many **factors**.

Факторы

Air **transportation** used to be chosen only for small goods of great value.

Транспортировка

Airfreight used to be very expensive.

Авиаперевозка

Today **commercial aviation** is more commonly used.

Коммерческая авиация

Air freight is also the **solution** when time is short.

Решение

Please advise us the moment the **consignment** is ready for dispatch.

Груз

Pack in **shock-resistant** and waterproof containers.

Противоударный

Sometimes we might use **disposable packing** for convenience sake.

Одноразовые упаковки

Insufficient packing might lead to the goods being damaged.

Недостаточно хорошая упаковка

general terms

Термины

Incoterms are international commercial terms used worldwide.

Международные коммерческие термины

We have our own **means of transportation**.

Транспортные средства

We will collect the goods **ex works**.

С завода-производителя

Ex works means off the seller's **premises**.

The buyer takes **responsibility** for the goods from the seller's warehouse.

Ответственность

He has to **arrange transport** and insurance by his own means.

Организовать транспорт

F.O.B. means Free on Board; it is used in aerial and **marine shipping**.

Морская перевозка

The seller is responsible for **loading** the goods on board the ship.

Загрузка

The buyer takes over, the moment the goods have passed the **ship's rail**.

Перила судна

We will send you an **advice** of dispatch as soon as the shipment leaves.

Уведомление

This letter informs the buyer that the goods have left the point of **departure**.

Отправление

Under C&F the seller covers the **entire voyage**.

Весь рейс

This means that the seller covers the **cost and the freight**.

Стоимость и фрахт

Freight is the money paid for the **conveyance** of goods.

Перевозка

It can be **assessed** by volume, weight or value.

Оценено

The buyer picks up the goods when they reach the port of **destination**.

Пункт назначения

The buyer **bears** all insurance risks from the moment the goods have been loaded on board.

Несет

If the seller pays for part of the **insurance**, the term will be C.I.F., meaning Cost, Insurance and Freight.

Страхование

Under CIF, insurance is taken out by **both parties**.

Обе стороны

The seller will take out a **general average** insurance.

Общая средняя

The buyer on the other hand protects himself against **special risks**.

Особые риски

documents

Документы

There are many **documents** used in shipping and transport.

Документы

A **bill of lading**, used in transportation by sea, is a receipt from the shipowners;

Вексель на груз

...it describes the goods and is also a **contract of affreightment**.

Договор фрахтования

A bill of lading is a receipt that **proves ownership** of the goods.

Доказывает собственность

Its equivalent in land transport is the **waybill**.

Накладная

A **dock warrant** is a receipt for goods deposited in dock warehouses.

Складское свидетельство

All documents relating to the cargo have to pass through the **port authorities**.

Портовые власти

The **invoice** for the goods has to be sent to the buyer.

Счет, инвойс

The **packing list** helps identify the incoming goods.

Упаковочный лист

If you have any complaints to the **carrier**, bring it to his knowledge at once.

Перевозчик

Notify the forwarding agent about any **deficiencies in shipment**.

Недостатки в отгрузке

Attach a copy of your **insurance policy** to the complaint.

Страховой полис

Lay time will commence six hours after the ship's arrival.

Стояночное время

A bonded warehouse is a building in which dutiable goods may be stored.

Таможенный склад

The goods will be stored until **duties** have been paid.

Таможенные пошлины

insurance

Страхование

What is your **insurance policy number**?

Номер страхового полиса

A policy is a document listing the **conditions** under which goods are insured against risks.

Условия

It also states the **term** of expiration of the insurance policy.

Срок

The policy **requires** a description of the property insured.

Требует

It **delineates** the hazards insured against.

Описывает

Will you please **quote** your rates for the cover?

Устанавливать цену

What will **the annual premium** be?

Годовая премия

The **premium** is the amount of money paid to insure the goods.

Премия

The insurance contract does not **enter into force** until the premium is paid.

Вступает в силу

The insurance company **issues** an insurance policy at your request.

Выпускает

To do this, you should contact your **insurance agent**.

Страховой агент

A claim for damages must be **supported** by the relevant documents:

Подкреплен

...the insurance policy, invoice, bill of lading, certificate of loss and an **assessor's report**.

Отчет оценщика

An assessor has to **estimate** the damage.

Оценивать

...and of course **proof of loss** has to be shown.

Доказательство ущерба

All this information has to be sent to the **claims department**.

Отдел исков

We enclose the **average adjuster's report** and photographs.

Отчет оценщика

How do you **assess** the premium?

Оценивать

The premium in most cases is determined by a **declaration** of the insured party.

Декларация

It also **takes into consideration** the amount of risk.

Принимает во внимание

The insured party **declares** that the facts presented are true.

Заявляет

The insurance contract may be **void** if any of these facts prove to be untrue.

Недействительный

Lloyd's is an **association** of underwriters (insurers) and insurance brokers.

Ассоциация

It does not trade in insurance, but acts as a **governing body**.

Руководящий орган

They make rules and **arrangements** to help insurance agencies.

Меры

different types of insurance

Типы страхования

A **valued policy** specifies the agreed value of the subject-matter insured.

Оцененный полис

In an **unvalued policy**, the sum written is not the value of the property insured.

Неоцененный полис

It states **the maximum limit** of recovery in case of total loss.

Максимальный лимит

Could you insure the following goods **against all risks**?

Против всех рисков

“Against all risks” does not really **cover the goods** against all risks.

Покрывает товары

It covers against risks that **cannot be foreseen**.

Не могут быть заранее определены

Perhaps the insurance that covers most risks is **total loss or damage**.

Полная потеря или ущерб

Losses arising as a consequence of improper packing will not **be indemnified**.

Будут компенсированы

Does the **extent of liability** cover flood and earthquake?

Степень ответственности

Force majeure includes natural disasters such as storms, earthquakes, floods and destruction by lightning.

Форс-мажор

It also relates to acts of war, riots and **revolutions**.

Революции

What other types of insurance do you offer? What is **total loss**?

Полная потеря

Total loss makes the property **valueless** to the owner.

Бесценный

Actual total loss refers to the physical disappearance of the goods.

Действительная полная потеря

Constructive total loss means that the goods still exist physically.

Конструктивная полная потеря

The goods are so badly damaged however, that it is **uneconomical** to repair them.

Невыгодно

The cost of repairing the goods would exceed their value.

Стоимость

We also offer **average loss insurance**.

Страхование убытков от аварий

Average loss is of **two kinds**: general average and particular average.

Два типа

General average is declared as a state of emergency.

Общий убыток от аварии

Goods are destroyed **deliberately** to prevent a disaster.

Умышленно

Particular average is an involuntary and accidental loss.

Частная авария

It will cover the goods against **certain risks**.

Определенные риски

A **floating policy** is taken out for a year, for a total amount of cover.

Плавающий полис

Every time that a shipment is made, **the cover value** of the respective shipment is deducted from the total.

Покрытие стоимости

The **open cover** is a marine insurance policy taken out for a year.

Открытое покрытие

The value of the property has only been **estimated**.

Оценено

There is a maximum figure for any **individual shipment**.

Индивидуальная партия груза

The policy will be renewed when the entire amount of money has been **expended**.

Израсходована

Since it is not possible to send the policy itself with every shipment, individual shipments are **accompanied** by certificates of insurance.

Сопровождаемые

The **voyage policy** insures the goods for a single voyage.

Полис плавания

It is taken out by firms that make **infrequent** shipments.

Редко

The time policy usually covers the ship for a specific **interval of time**.

Интервал времени

During this time more than one voyage may be **carried out**.

Осуществляется

The **mixed policy** combines the voyage policy and the time policy.

Смешанный полис

It may contain a **'continuation clause'** stating that the risk remains covered if the ship is at sea when the policy expires.

Условие продления

how to disagree?

Как не согласиться

I'm afraid I can't agree.

I believe you may be wrong.

I'm sure you have made a mistake.

I have to differ with you on this point.

I am not convinced that...

I'm not sure yet.

I can't make up my mind.

I would like to look into it first.

I'd like to think it over.

Please check the figures again.

They don't accept your recommendation.

That can't be right.

No, that is not true.

I don't approve the...

I don't agree.

I disagree with...

phrases that make a special impression

Фразы, которые производят особое впечатление

It was a **load off my chest** to find that I'm covered by the policy.

Камень упал с души

Just **for the record** I would like to state that I have never had an accident before.

Для записи

Before they agree to compensation, the insurance company intend to **get to the bottom of** the case.

Добраться до сути дела

...and **last but not least** they would like to hear your personal statement.

Хотя и последний, но не менее важный

To make a long story short they will conduct a thorough investigation and that can take a long time.

Короче говоря

In the **long run**, it's not always worth the effort.

В долгосрочной перспективе



9. EXHIBITIONS AND TRADE FAIRS

Выставки и ярмарки

general terms

Общее

An international trade fair is an opportunity for manufacturers to meet their **overseas distributors**.

Зарубежные дистрибьюторы

Many firms participate in a fair as a matter of **prestige**.

Престиж

Other firms hope that **participation** will increase the number of their clients.

Участие

We want to **launch** a new product.

Запустить продукт

During the fair we will hand out **questionnaires** to check public interest.

Анкеты

New patents and **innovations** are presented.

Инновации

We present our **latest** models and products.

Последние

We may exhibit a **mock-up** of our new model.

Макет

Demonstrations are held every two hours.

Демонстрации

The public relations department prepares a **brief** that supplies information.

Резюме

We usually **provide** catalogues and posters to create public interest.

Обеспечивать

Leaflets and brochures will include **additional information**.

Дополнительная информация

We are looking into a different **booth design** for our new line of products.

Стенд дизайн

We believe that a **gimmick** that catches the eye will promote sales.

Рекламный трюк

Our brochures are full of **technical information**.

Техническая информация

They specify the new features and **advantages** of our product.

Преимущества

Participants in the **press conference** will receive more details.

Пресс-конференция

Exhibits on display are usually not for sale on the spot.

Экспонаты

However, you can always **place an order** during the fair.

Заказать

In most cases, firms offer **discounts** on orders placed during the fair.

Скидки

...and, after closing, exhibits that have been on display are sold at **rock-bottom prices**.

Низкие цены

Specialized fairs are of little interest to the general public.

Специализированные ярмарки

Businessmen meet during the fair, and may continue to **exchange information** afterwards.

Обмениваться информацией

Make sure you save all the **business cards** you receive.

Визитные карточки

ordering a stand

Заказ стенда

Where is the fair **located**?

Находится

Can we still **book a stand**?

Заказать стенд

I would like to book a stand near the **main entrance**.

Главный вход

I am sorry all these stands are already **reserved**.

Зарезервированы

Small stalls are available in the **main hall**.

Центральный зал

Do you still have a **corner stand**?

Угловой стенд

Have you received bookings from companies involved in our type of **activity**?

Деятельность

We would like to be situated at a distance from our **competitors**.

Конкуренты

Please send me a **booking form** by fax.

Бланк записи

Send back the forms before the **registration deadline**.

The deadline for **applications** is three weeks from now.
Просьбы

I will send you the documents by **special messenger**.
Курьер

Can you please **register** our firm for a stand?
Зарегистрировать

Of course, but we will need a **deposit**.
Депозит

What does the cost of the booth **include**?
Включает

I hope the cost includes insurance and **maintenance**.
Обслуживание

Sure, it also covers night **security**.
Безопасность

Please send all **correspondence** to our marketing manager.
Корреспонденция

Whom do I contact, if I need further **clarification**?
Пояснения

We hold **at your disposal** any further information you might need.
К вашим услугам

If something is unclear, do not **hesitate** to contact us.

checking last minute details

Проверка данных

When is the exhibition **open to the public**?

Открыта для посетителей

The trade fair will be open on **week days** only.

Будние дни

How many visitors are **expected** to arrive?

Ожидаются

We expect the same amount of **public interest** as last year.

Общественный интерес

What is your publicity and advertising **budget**?

Бюджет

We have **increased** last year's budget by 20%.

Увеличили

This is a **unique** trade fair, the only one in its field.

Уникальный

We expect wide **press coverage**.

Пресса

My company would like to advertise in the **fair's catalogue**.

Does it carry **professional articles** as well?
Профессиональные статьи

No, we only have a **list of exhibitors** and
advertisements.
Список участников

Each **exhibit** appears in the fair catalogue.
Экспонат

The catalogues and **invitations** will be sent out before
the fair.
Приглашения

The fair is **sponsored** by the government.
Спонсировано

It is also **backed by** the Board of Education.
При поддержке, под эгидой

What **events** are planned to take place?
События

We will **organize** free lectures for the public.
Организуем

And we will also hold an **experts' conference**, to get
more press coverage.
Конференция экспертов

**Delegates from all over the world will attend the
convention.**
Представители, конвенция

International conventions hire **simultaneous interpreters**.

Переводчики-синхронисты

special requirements

Особые требования

Can you let us have **complimentary tickets** for this event?

Бесплатные приглаательные билеты

Each exhibitor receives two complimentary tickets for the **opening conference**.

Открытие конференции

Please send ten exhibitor name-tags for my **staff** as well.

Служебный персонал

Are there **parking facilities** for the exhibitors?

Парковка

I would like an **outdoor booth**.

Открытый стенд

Can I have the **plan** of the booth?

План

I would like to consult my **interior decorator**.

Внутренний декоратор

All our stands are of **standard** size and shape.

In that case, we will need a **custom-made stand**.

Стенд на заказ

We will build the stand ourselves according to our own **specifications**.

Спецификации

What is the **maximum permitted height** of the stands?

Максимально допустимая высота

We want more **power points** in our booth.

Розетки

...and more **spot lights**.

Освещение

No problem, but you will be **invoiced** separately for electricity.

Будет выставлен счет

Are audio-visual **presentations** permitted?

Презентации

at the fair

На ярмарке

Hello, I **represent** ... Ltd., can I help you?

Представляю

Have you **come across** our products before?

I can **supply** you with further information about our firm.

Снабдить

Are you **familiar with** these instruments?

Знакомы с

If you have a **spare moment**, I'll give you a demonstration.

Свободная минута

I would like to explain the **advantages** of this new product.

Преимущества

Who is your present **supplier**?

Поставщик

Would you like me to send you a **quotation**?

Предложение цены

I'll take your card and **contact** you after the fair.

Свяжусь с вами

When would be a good time to **arrange** an appointment?

Организовать

I could make a detailed **presentation** at the same time.

Презентация

Good, I'll call you tomorrow for **the final details**.

Окончательные детали

I **look forward** to meeting you again. Goodbye.
Ожидая

how to apologize or accept an apology

Как извиниться или принять извинения

Please don't let it happen again.

I don't think that is a good enough excuse.

I'm sorry about that, it's the first time this has happened.

It's my mistake, sorry.

I apologise, I didn't mean that to happen.

We are doing everything to solve the problem.

I can assure you it won't happen again.

I'm sorry for the inconvenience, can I help in any way?

Please forgive me.

I hope you will accept my apologies.

I'm extremely sorry.

Is there any way I can make it up to you?

Under the circumstances I accept your apology.

That's OK, it doesn't matter.

Don't worry about it.

Don't mention it.

That's alright. Mistakes will happen.

You have been very kind, but this is most disappointing.

phrases that make a special impression

Фразы, которые производят особое впечатление

Every time I have to give a lecture in front of a large audience, I **get cold feet**.

Бояться

The fair was a lot of work, but **all in all** it was worth while.

В общем

Hi, **long time no see**. How have you been since the last fair?

Давно не виделись

Right, let's get the **show on the road**.

Начнем действовать



10. ADVERTISING AND PUBLIC RELATIONS

Реклама и связи с общественностью

general terms

Общее

We have a good **advertising agency**.
Рекламное агентство

Their **advertising campaign** has proven to be effective.

Рекламная кампания

The **budget director** is an open-minded man.
Директор по бюджету

He's the person who makes **the presentation** of the campaign to the client.

Презентация

Before starting a campaign, he has a **thorough study** of the market made.

Тщательное изучение

They have a large **research department**.

Научно-исследовательский отдел

...and their **arguments** are backed up by facts.

Аргументы

When the ads are ready, a **random group** is asked to provide an opinion on the product.

Случайная группа

These studies can show the potential effectiveness of the campaign before it is **launched**.

Запущен

After these interviews the **copywriter** may want to make some changes in the text.

Копирайтер

Sometimes he might even write a new **slogan**.

Девиз

Grammatical accuracy is vital in writing an advertisement.

Грамотное письмо (грамматическая точность)

Always **proof-read** the copy twice.

Читать корректуру

Proof-reading is essential if you want to **avoid** mistakes.

Избегать

Pay attention to correct **punctuation**.

Пунктуация

Their ads are **creative** and attract attention.

Креативные

The firm's **logo** has to be visible and clear.

Логотип

A good **art director** can make consumers identify with the advertisement.

Арт-директор

Usually we try to send forth a message that **appeals to the emotions**.

Обращается к эмоциям

Nevertheless it has to have some **logical reasoning** behind it.

Логическое мышление

Make sure that the **positioning** of the products suits your target market.

Позиционирование

The right **package design** is capable of promoting sales.

Дизайн упаковки

Packages have to be **industrially and graphically** well designed.

Промышленный и графический

Trade marks must be shown clearly on the package.

Торговые марки

different options of advertising media

Рекламные каналы

We like to use a wide variety of **advertising media**.
Рекламные каналы

Publicity can be obtained through local newspapers.
Реклама

They have a large **circulation** within a limited area.
Распространение

A **double spread** is used to double the impact of the ad.

Двухстраничная реклама

The center spread and the **back cover** are the most expensive advertising locations.

Задняя сторона обложки

We would like to run the advertisement for a **trial period**.

Испытательный срок

When working with magazines, you have to meet a **deadline** in submitting your material.

Последний срок

Billboards are used for country wide exposure.
Рекламные щиты

These outdoor advertisements usually comprise a large **visual element**.

Визуальный элемент

...and have to have a clear **short slogan**.

Короткий девиз

K.I.S.S. is the first rule of outdoor advertising; it stands for Keep It **Short and Simple**.

Коротко и просто

The **layout** should be attractive and very clear.

Раскладка, схема

An original graphic design attracts more **attention**.

Внимание

Illustrations can provide a **stunning** visual effect.

Иллюстрации, впечатляющий

We keep an updated **mailing list** of our customers.

Список адресатов

Direct-mail advertising aims at a specific individual.

Прямая почта

This is why a **personal approach** is used.

Персональный подход

A full-color **catalogue** is added to the letter.

Каталог

In the letter we insert a **coupon** offering a discount.

Купон

The offer is **valid** for a limited period of time.

Действительно

After that date, the offer **expires**.

The **telemarketing** division will call before the expiry date.

Телемаркетинг

Sometimes a **follow-up** letter is used instead.

Последующий

Every three months we send out a **mail-order catalogue**.

Заказ по почте

Orders can be placed by phone, using **credit cards**.

Кредитные карточки

Radio advertising was **popular** before the era of television.

Популярно

Commercial **jingles** were broadcast during programs.

Джинглы, рекламная песня

In this medium the **soundtrack** had to “catch the ear”.

Саунд-трек, звуковая дорожка

It is important to choose a good **narrator**.

Диктор

Today **television advertising** is believed to be most effective.

Телевизионная реклама

Television has made it possible to show actual **demonstrations**.

Демонстрации

...and a **comparison** between different products.

Сравнение

Subliminal advertising is illegal in most countries.

Реклама, действующая на подсознание

A commercial **spot** is bought for a specific program.

Место

Pay careful attention to the **timing** of your spot.

Синхронизация

Prices are not **fixed**; ads that are broadcast at prime time are liable to the highest rates.

Фиксированные

The tariff of ad broadcasting is determined by the **popularity rating** of the program in which it is broadcast.

Рейтинг популярности

Prices are measured in cpt. which stands for **cost per thousand**.

Цена за тысячу

This means the amount of money that has to be **invested** to reach a thousand viewers.

Инвестировано

Television commercials are very expensive to **produce**.

Производить

The **production manager** is responsible for not exceeding the budget.

Менеджер по производству

A **professional director** is chosen to perform the task.

Профессиональный режиссер

He **coordinates** the actors and the **technical staff**.

Координирует,

технический персонал

Sometimes he will want to build a special **set**.

Декорация

At other times he will want to shoot **on location**.

На месте

public relations (P.R)

Связи с общественностью

Public relations is also considered a form of advertising...

Связи с общественностью

...which helps to create and maintain the company's public **image**.

Имидж

Some people believe that this kind of advertising, by P.R., is most **effective**.

Эффективный

A company's image can **guarantee** high quality or reliable service.

The P.R. department supplies the media with information that can be **considered as** news.

Рассматриваться как

Information that is presented as news appears more **authentic** than an advertisement.

Подлинный, достоверный

A public relations campaign has to be **planned thoroughly**.

Хорошо спланировано

It has to be based on information and **solid facts**.

Убедительные факты

Advertising, on the other hand, is a **manipulation of information**.

Манипуляция информацией

The Public Relations Department also prepares **press conferences**.

Пресс-конференция

These conferences are held every time there is information of **public interest**.

Общественный интерес

Newspapers will receive a **press release** that includes all the relevant information.

Пресс-релиз

offering an alternative

Как предлагать альтернативы

Maybe you would prefer...

I think you would like... instead of...

Perhaps you would like to...

It would be better to...

There is another possibility that we should consider.

Which of the alternatives do you prefer?

Would you like to... or to...?

Don't you think we should...?

Another way to do it is to...

We have to choose between... and...

There are a number of options.

I think you should try... before...

Let me offer another idea.

There is a different way to...

Of course another way of looking at it is...

Had you considered...?

phrases that make a special impression

Фразы, которые производят особое впечатление

The short time allowed for the campaign makes me feel

as though I were in a race **against the clock**.

Гонка против времени

We will have to work over the weekend, if we want **to meet the deadline**.

Уложиться в сроки

Come on, let's **get rolling**, we have a lot of work to do.

Начнем

Once in a while, all the staff gather for a **brain storming** session, and try to come up with new advertising ideas.

Мозговой штурм

On T.V. you have to **make your point** before you lose the viewers' attention.

Прийти к главному

I would say that **in the long run** advertising is worthwhile.

В конечном счете

You know what they say, **one picture is worth a thousand words**.

Одна картинка стоит тысячи слов



11. LEGAL ASPECTS

Правовые аспекты

the trial

Суд

We have filed a **civil action** against your firm.

Гражданский иск

The company will be tried for **negligence**.

Небрежность, халатность

Since all efforts to **achieve a compromise** have failed...

Достигнуть компромисса

...it is our decision to **prosecute** your firm.

Обвинять

We believe we are **entitled** to compensation.

Имеющие право

We presented the **statement of claim** last week.

Исковое заявление

The court will have to determine **liability** in this matter.

Ответственность

Did the court receive the **statement of the defence**?

Защитное заявление

We have provided our lawyer with a **Power of Attorney**.

Доверенность

We have complete confidence in his **integrity**.

Прямота, честность

He will collect a **deposition** from all witnesses before the trial.

Показания

A witness' **affidavit** may serve as evidence.

Письменное показание под присягой

The **prosecuting attorney** will start the trial.

Обвинитель

He will present his **allegations** before the court.

Заявления

The second stage of the proceedings will be the defence **plea**.

Прошение

The **attorney for the defence** will speak on behalf of his client.

Адвокат по обороне

The accused can **plead innocent or guilty**.

Признать себя невиновным или виновным

When this stage is over, the prosecution will be recalled for a **replication**.

Ответ истца на возражение по иску

A case can not be based on **speculations**.

Спекуляции

Evidence will be **submitted** in support of claims.

Подано

The prosecutor may want to call witnesses to the court to give **testimony**.

Свидетельство

...of course he will try to offer some **conclusive evidence**.

Убедительное доказательство

Even an eye-witness' testimony can be **controversial**.

Спорный

All the evidence or testimony must have **relevance** to the case.

Принадлежность

The attorney for the defence is then called for a **rejoinder**.

Возражение

He will offer the defence's **point of view** to the allegations.

Точка зрения

He may also raise **objections** to some of the claims.

Возражения

The defence may want to **cross examine** the witnesses.

Перекрестный допрос

They will try to present the **evidence as conflicting**.

Противоречивые доказательства

The **proceedings** will continue, until the judge reaches a verdict.

Судебное разбирательство

The judge will **take into consideration** all the evidence, before making his decision.

Принимать во внимание

The judge will give a **verdict** based on the arguments presented.

Вердикт

... after which he will pass **sentence** on the guilty party.

Приговор

All **law costs** will be covered by the losing party.

Судебные издержки

Either party can **lodge an appeal**, if it feels justice has not been served.

Подать апелляцию

This appeal will be discussed in the **Court of Appeal**.

Апелляционный суд

In matters of public interest, a **petition** may be filed.

Петиция

Sometimes the **Supreme Court**, the highest instance, will be asked to rule in these matters.

Верховный суд

The Supreme Court's ruling may **set a precedent**.

Создать прецедент

The precedents may be resorted to as **reference** in future proceedings.

Образец

arbitration

Арбитраж

In case of **dispute**, the differences between the parties will be submitted to arbitration.

Разногласие

Both parties would like to reach a **settlement** without going to court.

Урегулирование

Any disputes arising in connection with this contract shall be finally settled by **arbitration**.

Арбитраж

Each party will appoint its own arbitrator and the **arbitration court** will nominate a third.

Арбитражный суд

The arbitration tribunal shall consist of two arbitrators and an **umpire**.

Судья

The umpire will be nominated by the court...

Будет назначен

...in order to prevent any **conflict of interest**.

Конфликт интересов

Each party will appear before the tribunal and present its **arguments**.

Аргументы

The arbitration will suggest a fair **compromise** to the parties.

Компромисс

The parties agree that the **award (or ruling)** shall be obeyed and observed by both.

Приговор, решение суда

Both parties have to **comply with the resolution**.

Соблюдать решения

The arbitration is as **binding** as a court ruling.

Обязывающий

financial disputes

Финансовые споры

We are afraid our **experience** with your firm has not

been pleasant.

Опыт

133

More than once have we had to remind you that payment was **overdue**...

Истек срок

...and the balance, when paid, was not **adjusted according to** the legal rate of interest.

Скорректированы в соответствии с...

It seems that you have no intention of **discharging your liabilities**.

Выполнить ваши обязательства

We insist that your **remittance** reach us within five days from...

Денежный перевод

Otherwise, we will have to place the matter in the hands of our **solicitors**.

Адвокаты

We shall instruct our solicitors to enforce payment by **legal means**.

Правовые средства

Unfortunately, obtaining payment through legal channels is the only **alternative** you leave us.

Альтернатива

We shall be forced to seek assistance from a **debt-collecting agency**.

Компания по сбору долгов

This will surely prove an **unpleasant experience** for your company.

Our **legal adviser** has instructed us to sue your firm.
Юридический советник

We will demand full payment and **compensation**.
Компенсация

We also intend to ask the court to **confiscate** the remaining stock.

Конфисковать

This matter has caused us **indirect damage** in many ways.

Косвенный ущерб

The **compensatory damages** will be determined by the judge.

Компенсаторные убытки

how to invite people?

Как пригласить людей

We would like you to join us.

I would be very grateful if you could come.

Would you be able to attend the meeting?

I'd like to invite you to...

Could we meet over lunch?

What date would be suitable?

Would you like to come to dinner at my house?

Great, I'm looking forward to it.

I'd be very pleased if you could join us.

It will be an honor to...

When can you come and visit us?

It will be a pleasure to have you over.

You must come and see our new...

I won't accept "no" for an answer.

What time would be best for you?

Good, I'll be expecting you then.

Can I take you out to lunch?

phrases that make a special impression

Фразы, которые производят особое впечатление

Hold your horses, you can't accuse anyone unless you have proof.

Наберитесь терпения

You can settle this case out of court. Don't tell me it's not possible. **Where there's a will, there is a way.**

Главное – это иметь желание

Before I can represent you in court, I have to know the truth, so please **level with me.**

Честно мне скажите

I can trust my lawyer to back me up **through thick and thin**.

136

Сквозь огонь и воду

I have a feeling that we only **scratched the surface** of this case and that we should go deeper into the matter.

Поверхностно подошли к делу

Someone is holding back information, I **smell a rat** and I'm going to find out the truth!

Заподозрить неладное

