

## Track 1

### Speaker 1

**Vanessa Dedic:** I work at the hospital in Feldkirch, in the paediatric unit. I register patients, type diagnoses and file medical histories in folders. My duties include printing and sorting medical documents and discharge records. It is important that I work fast and that I stay focused. I attend Vocational School twice a week. What I like best about my job is that my colleagues support me whenever I need their help. I also like to learn new medical terms – there are so many new words I learn when typing the diagnoses! There is only one thing I dislike about my job, and it's answering the phone. Every time the phone rings I get very stressed because I always have to complete a lot of tasks at the same time. I'm afraid of not getting them done correctly or forgetting something after being interrupted by the phone. In addition to my apprenticeship, I'm taking a course once a week in preparation for the university entrance exam.

## Track 2

### Speaker 2

**Sebastian Bandaller:** I work in the accounting department of Vienna's City Council. My workday starts at 7:30 a. m and I usually finish work by 4 p.m. My main duties are booking invoices and receipts in *SAP*, the accounting programme that we use. I also enter our customers' data into the database. Sometimes I have to send reminders to customers who have not paid their invoices. What I like is that the apprentices change departments every year, so we get to know different departments and learn about their duties. I do not like to sit in front of the computer all day long because my eyes get tired. I particularly enjoy attending Vocational School twice a week. We have a lot of different subjects such as Economics, English, IT and Office Administration. I quite like Civic Education. It's also a great opportunity to meet other apprentices and learn about their experiences in the workplace.

## Track 3

### Speaker 3

**Sabrina Schoditsch:** I work in a lawyer's office in Oberwart. I think my job is very interesting because I learn something new every day. I have to answer the phone, talk to clients and answer general enquiries. I also set up new client files on our computer system and support other employees when they need help. What I like best about my job is learning about the interesting cases our office handles. My colleagues are all really friendly and welcoming, so there's a good working environment in our office. What annoys me is dealing with all the files on the computer – sometimes I even lose track of some files and then I have to do multiple searches to locate them again. My Vocational School has a block release system, which means that I attend school for 10 weeks every year. I think

it's fun to stay at the boarding school. I can focus on studying and I work hard to get good grades. I am very ambitious because there is a reward system for academic achievements.

## Track 4

### Speaker 4

**Milan Nemeth:** I work at *STRABAG*, a well-known Austrian construction company in Thalgau, Salzburg. My main tasks are taking orders on the phone and dealing with orders and invoices. I also collect the mail every day and distribute it to my co-workers. What I really like about my job are the flexible working hours. I come in early in the morning, I can leave after I have finished my working hours, which is really nice in summer. Moreover, every day is different, new things crop up unexpectedly. It never gets boring. I do not like dealing with invoices, because it's so easy to make mistakes and then I have to deal with the complaints as well. Apart from my work at STRABAG, I also go to a Vocational School for 10 weeks a year.

## Business Behaviour

## Unit 2

## Track 5

**Interviewer:** On this episode of "Business Talk Today" we welcome Cecilia Jones, a stylist and fashion consultant who will talk to us about dress codes. Thank you for coming to our show, Cecilia!

**Cecilia Jones:** Thank you for having me!

**Interviewer:** A lot of our listeners are apprentices who have just started their career. They want to make a good impression on their bosses, on their colleagues and on customers. How can dressing appropriately help them be successful in a business environment? What dress code do you recommend?

**Cecilia Jones:** Well, there is no magic formula. Dress codes depend a lot on the type of industry you work in and on your position in the company. If you want to fit in well at your workplace, you should observe your colleagues. How do they dress? What do they wear on a day-to-day basis? These observations will tell you a lot about the dress code in your line of work. When you first start a job, you might even want to ask your supervisor about the appropriate dress code for your position.

**Interviewer:** So there is no general advice regarding dress codes?

**Cecilia Jones:** Well, there are a few guidelines. In a very formal business setting, menswear consists mainly of suits, ties, shirts, sports jackets and leather shoes. Men may have accessories like an expensive watch or a leather briefcase. Women can either wear a trouser suit or combine a suit jacket with a skirt. Wearing tights and closed shoes with small heels is recommended, jewellery should be elegant but simple. The colour scheme is very basic: blacks and blues, brown, grey and white are great colours for these very formal, conservative looks.

**Interviewer:** Which types of businesses will expect this kind of dress code?

**Cecilia Jones:** This dress code is common in the banking industry and the financial sector in general, but you will also see these outfits at law firms. But as I said, it really depends on the company.

**Interviewer:** What other business dress codes can you tell me about?

**Cecilia Jones:** Well, smart casual business attire is a step down from the formal business look. It is still a very put-together look that allows for a bit more individuality than formal attire. You could wear a turtleneck or a nice sweater with a suit jacket, instead of a shirt or a blouse. Women can wear dresses and statement jewellery. There's a greater variety of colours – but no crazy prints or patterns. You can wear more casual clothing items, but the fabrics have to be of high quality.

**Interviewer:** So you might see this dress code in offices with a lot of customer interaction, and in more creative settings?

**Cecilia Jones:** Yes, that's right!

**Interviewer:** Is there another type of dress code?

**Cecilia Jones:** Well, then there's business casual: khakis, jeans, polo shirts and sweaters for men. Women can wear a nice pair of trousers or a skirt, paired with a blouse or a top with a casual jacket – a nice leather jacket, for example. That's a great look for office environments with little customer interaction.

**Interviewer:** What about wearing casual clothes to the office?

**Cecilia Jones:** Depending on your company, that might be an option too! But I wouldn't start a new job in a very casual outfit – get to know the office culture first before you come to work in jeans and a sweatshirt!

**Interviewer:** What are the absolute no-goes?

**Cecilia Jones:** You shouldn't wear see-through clothes without a vest, or leggings. Anything too tight, too short or too baggy is also a no-go – and might make you feel uncomfortable as well. Off-the-shoulder tops and low-cut T-shirts are not appropriate for the office either. Avoid anything that shows your back or your tummy, and make sure that your clothes are clean and don't have any holes. Don't overdress either – really try to combine the office's dress code with your individual style.

**Interviewer:** Thank you very much for your tips!

**Cecilia Jones:** You are welcome.

## Effective communication

## Unit 3

### Track 6

*(Phone rings)*

**Stephan Taylor:** *Lucky Office Liverpool*, this is Stephen Taylor speaking.

**Melanie McMasters:** Good afternoon. This is Melanie McMasters from *Best Shots Company*.

**Stephan Taylor:** Good afternoon! How may I be of service to you?

**Melanie McMasters:** I would like to place an order for printer cartridges, felt tip pens and that high-quality copy paper that I saw in your catalogue.

**Stephan Taylor:** Great! Could you please spell your surname again? I didn't quite catch it.

**Melanie McMasters:** Yes, of course. It's McMasters: M – C – M – A – S – T – E – R – S.

**Stephan Taylor:** Thank you very much, Ms McMasters. Could you please tell me the item numbers of the products you want to order?

**Melanie McMasters:** Yes, of course. Here they are: The item number for the cartridge is A2498, the HP original black cartridge and tri-colour that comes in a pack of three. We need 136 packs, 19.95 each. We would also like to order the multi-colour felt tip pens that come in a pack of 24, item number OW7237. Do you have them in stock?

**Stephan Taylor:** Let me just check the item number OW7237 for you quickly ... Yes, they are in stock. How many packs do you need?

**Melanie McMasters:** We need 250 packs at £3.89 per pack.

**Stephan Taylor:** Okay, got it.

**Melanie McMasters:** So, on to the copy paper with item number FB8877. We would like to order 300 reams of this type of paper. That's 500 sheets per ream, if I have understood correctly?

**Stephan Taylor:** Exactly. One ream for £9.49.

**Melanie McMasters:** Perfect. How fast can you deliver? I'm afraid that we need this order urgently, especially the copy paper.

**Stephan Taylor:** Where is your office located?

**Melanie McMasters:** Our head office is based in York.

**Stephan Taylor:** York, so that will take about four working days.

**Melanie McMasters:** Oh, that's good to hear. Do you offer a quantity discount?

**Stephan Taylor:** Let me have a look ... yes, we can offer you a quantity discount of 3 %. Is that alright with you? Do you have any other questions?

**Melanie McMasters:** 3 % sounds great. What about the delivery fee?

**Stephan Taylor:** We do not charge delivery fees for orders over £2.500. As your total including the quantity discount of 3 % is £ 6.336,72, you are well over this amount. Do you have any special wishes regarding payment options?

**Melanie McMasters:** We would like to pay 2% after receipt of invoice according to your terms of payment.

**Stephan Taylor:** Excellent. Now I only need the delivery details to complete your order. Could you please give me the address and the postcode?

**Melanie McMasters:** *Best Shots Company*, 245, Chestnut Road, YO1 York.

**Stephan Taylor:** Okay. Just let me repeat the order: 136 packs of HP cartridges, 250 packs of felt tip pens and 300 reams of copy paper, to be sent to *Best Shots Company*, 245, Chestnut Road, YO1 York. We will deliver within the agreed period. Would you like an order confirmation via e-mail?

**Melanie McMasters:** Yes, please. Could you send the confirmation to *melanie.mcmasters@bestshots.com*? All in lower case. I really do appreciate your efforts. Thank you very much!

**Stephan Taylor:** You are welcome. Thank you for placing your order with us.

## Track 7

**Jackie Brown:** Hello, may I speak to Jane Simpson?

**Jane Simpson:** This is her speaking.

**Jackie Brown:** Hi, Jane, this is Jackie Brown returning your call.

**Jane Simpson:** Hi Jackie, thank you for calling me back. I was thinking a lot about our conversation last week, about implementing these new online marketing strategies. I was wondering if we could set up a meeting to discuss them in detail. Could you stop by my office next week?

**Jackie Brown:** Yes, of course. Let me check my diary. Are you available next Thursday at 3 p.m.?

**Jane Simpson:** Actually, Wednesday would suit me better because I am usually not in the office on Thursdays. At 3 p.m.?

**Jackie Brown:** Next Wednesday, 3 p.m. ... hmm, yes, that works for me too.

**Jane Simpson:** Do you know how to get to our office? Will you use public transport?

**Jackie Brown:** Yes, I'll take the underground train. That's just the fastest way to get around in the city.

**Jane Simpson:** Our office building is near *Miracle Street Underground Station*. Just take the Marble Street exit and walk straight ahead. Then turn right into Lime Street. Go past the supermarket on your left-hand side. Our company office is about 100 meters from the supermarket on the right, opposite *Yellow Pharmacy*.

**Jackie Brown:** Great! Thank you, Jane, see you next Wednesday.

## Track 8

**John Bonn:** *Hightech Inc.*, John Bonn speaking. How may I help you?

**Jane Simpson:** Hello, this is Jane Simpson from *Phonecom Services*. Could you put me through to Ms Jackson, please? I don't have her extension.

**John Bonn:** Please hold and I'll put you through to her office.

*(waiting music)*

**John Bonn:** I am sorry, but she is not available at the moment. Do you want to leave a message?

**Jane Simpson:** Yes. Could you ask her to call me back at 020 7355 3391, extension 15? I don't think she has my new office number.

**John Bonn:** Could you repeat your name and your company's name for me, please?

**Jane Simpson:** Certainly. This is Jane Simpson from *Phonecom Services*, spelled P – H – O – N – E – C – O – M. The new number is 020 7355 3391, extension 15.

**John Bonn:** Thank, you very much. I'll make sure she gets the message.

**Jane Simpson:** Thank you. Goodbye

**John Bonn:** Goodbye.

## Track 9

**Jane Simpson:** Hello, you have reached Jane Simpson's voicemail at *Phonecom Services*. I am currently unavailable, but if you leave me your name, number and a short message after the tone, I will get back to you as soon as possible.

**Marion Frey:** Hello, this is Marion Frey, spelled F – R – E – Y, from *Best Shots Solutions*. I just wanted to inform you that the meeting scheduled for the 1<sup>st</sup> of April unfortunately had to be postponed. The meeting is now scheduled for the 25<sup>th</sup> of April at 3 p. m. Please call me if you have any questions. My number is 020 4577 0956. We apologise for any inconvenience.

## The key to success

## Unit 5

## Track 10

*(phone ringing)*

**Jim Horsefeldt:** *Forklift Company*, Jim Horsefeldt speaking, how can I help you?

**Selina Lindner:** Hello, this is Selina Lindner from *Seca Austria*. I am calling about order number 7523 A4, a forklift, model Basic XT. I want to make a complaint.

**Jim Horsefeldt:** I am terribly sorry. Could you please repeat the order number and tell me exactly what the problem is?

**Selina Lindner:** Certainly, the order number is 7523 A4. The forklift was delivered yesterday. When we unpacked it, we immediately noticed that the fork was seriously damaged. It is impossible to use it to lift or to transport any goods.

**Jim Horsefeldt:** Oh, that does not sound too good. I sincerely apologise for the inconvenience. We will have to have a word with the forwarding agent, as the damage most probably occurred during transit. We will send a replacement for your forklift in the meantime.

**Selina Lindner:** Yes, great, it's just that we need this forklift urgently because our old one is barely working. Waiting for a new forklift to arrive will certainly have a negative impact on our business ...

**Jim Horsefeldt:** We can offer you a discount of 3 % for the inconvenience and we will also bear the express shipping costs, as well as the costs that will occur for returning the faulty forklift. I will personally make sure to expedite the shipping of the replacement forklift. Would that be to your satisfaction?

**Selina Lindner:** Yes, okay, that's fine. Thank you.

**Jim Horsefeldt:** Again, we are terribly sorry for the inconvenience.

## Track 11

*(phone ringing)*

**Sara White:** *TechSupply Sanders*, Sara White speaking. What can I do for you?

**Henry Rose:** Hello, this is Henry Rose from *Best Tech Company*, Liverpool. Am I talking to the

customer service department?

**Sara White:** Unfortunately not, but I will put you through immediately. Please hold the line.

**Henry Rose:** Thank you.

(...)

**Mary Sorensen:** Customer service department, Mary Sorensen speaking.

**Henry Rose:** Hello, this is Henry Rose from *Best Tech Company*. We have been loyal customers of your firm for a long time, but your last delivery has really made us reconsider. I've never seen such a mess ... It was disgraceful!

**Mary Sorensen:** I apologise for any inconvenience. I'll do my best to help you, Mr Rose. Could you please describe the problem in detail?

**Henry Rose:** The problem? There was more than just one problem! Everything is wrong with this order! We ordered 15 new monitors for our desktop computers – three of them don't work at all, and there are five others with scratches on the screen, so they are unusable as well. And don't get me started on the DVI cables! You sent us the wrong ones! We wanted longer ones, these are too short!

**Mary Sorensen:** I am so sorry to hear about this, Mr Rose. Could you please tell me your customer number and the order number?

**Henry Rose:** The order number? Can't you just look it up?

**Mary Sorensen:** You should be able to find the order number and your customer number at the top of your invoice, next to the sender's name and address. Would you be so kind as to look them up for me so I can solve the problem with your order?

**Henry Rose:** Okay ... There are just so many numbers! Here it is: The customer number is 025678. The order number is HTS 36629.

**Mary Sorensen:** Thank you, Mr Rose. I will just look up the relevant information for this order.

**Henry Rose:** The invoice doesn't add up correctly, either, you know! That's another thing I wanted to complain about!

**Mary Sorensen:** I am very sorry to hear that. Could you please describe the problem with the invoice?

**Henry Rose:** According to your offer, the total for the monitors and the DVI cables is £ 1.950. You charged us £ 2.199!

**Mary Sorensen:** I understand that you are upset, Mr Rose, I would feel the same in your place. I can offer you the following: We are going to replace the monitors and the cables. I can send somebody to exchange the incorrect merchandise in person by Wednesday. Is that an acceptable solution for you?

**Henry Rose:** Well, yes, that sounds alright. And what about the invoice?

**Mary Sorensen:** I am going to check with the accounting department and we will send you the corrected invoice as soon as possible.

**Henry Rose:** Okay ... But I still don't know how there can be so many things wrong with just one delivery!

**Mary Sorensen:** I understand. Please accept my sincere apologies. I can offer you a discount of 2 % on the invoice's total to make up for any inconveniences caused by the faulty delivery.

**Henry Rose:** Well, that doesn't sound too bad. Thank you.

**Mary Sorensen:** You are welcome. Thank you for calling.

## Track 12

**Interviewer:** Hello, Jessica, nice to meet you and thank you for taking the time to tell us about how offices can go green.

**Jessica:** Thank you for the invitation. It is a pleasure to talk to you about my favourite topic.

**Interviewer:** So, let's get started. What are the advantages of going green?

**Jessica:** Going green helps to protect the environment from pollution. But you will see that going green can also contribute to a great office environment.

**Interviewer:** I see. What are your tips for going green in the office?

**Jessica:** You have to think of the philosophy of the 3 Rs. They will give you a first idea of all the ways in which you could improve your ecological footprint.

**Interviewer:** Please tell me more about the 3 Rs.

**Jessica:** The first R stands for reduce or, in other words, to use less of something. You can use less paper if you print double-sided. Some things can also be edited on the screen, so you don't need to print at all. Moreover, you don't have to print out everything to store it. You can store data on external hard drives or use cloud storage services. During the day, you should switch off artificial light and at night you can save energy by switching off all your electronic equipment.

**Interviewer:** That sounds interesting. What about the second R?

**Jessica:** The second R stands for reuse: to simply use something again. You can use old paper as notepads. I also recommend buying green office supplies that are made from recycled products: You can buy biros made from recycled plastic bottles, and there are also recycled folders and sticky notes available. Use pens that can be refilled. Reuse envelopes and folders and use ceramic coffee cups instead of disposable cups made from paper or plastic. I would also suggest that you upgrade the hardware components of your computer rather than buying a new computer.

**Interviewer:** And what about the last R?

**Jessica:** The last R stands for recycle and is closely linked to reusing things. Recycling is the process of making new things from old things.

**Interviewer:** What can you do to recycle in an office environment?

**Jessica:** If you separate waste and provide different containers for general waste, paper, plastic, glass or cans, all these materials can be recycled. You should also recycle your ink and toner cartridges. Put green plants in the office: They will recycle the air and produce fresh oxygen!

**Interviewer:** Thank you very much for your advice. I think that you have given us a lot of suggestions on how to make our offices greener. I am sure that our listeners will implement some of your tips!

## Track 13

### Conversation 1

**Claire Kennedy:** *Electric Birmingham*, Claire Kennedy speaking. How can I help you?

**Jonas Snow:** Good afternoon, this is Jonas Snow speaking. I've just received a reminder for an invoice, and I was wondering if you could help me.

**Claire Kennedy:** Could you please tell me your customer number?

**Jonas Snow:** Yes, of course. My customer number is W K 357.

**Claire Kennedy:** Okay, thank you. What can I do for you?

**Jonas Snow:** I am so sorry, but I cannot pay the electricity bill for my office on time. An important customer went bankrupt and ... well, let's say we are experiencing serious cash flow problems at the moment. We are still waiting for the bank to approve a short time loan.

**Claire Kennedy:** Hmm ...I can offer you a payment plan for the outstanding bill. You could pay in instalments. Is that feasible for you?

**Jonas Snow:** Yes, I think we can do that. Can you tell me more about these instalments ...?

## Track 14

### Conversation 2

**John Simon:** *Electric Birmingham*, this is John Simon from the customer service department speaking. How can I be of service to you?

**Jeanette Frye:** Good morning. My name is Jeanette Frye. I have just received a reminder by mail, and I have some questions ...

**John Simon:** Could you please spell your surname for me? I didn't quite catch it.

**Jeanette Frye:** Yes, of course, that's Frye, F – R – Y – E. The first name is Jeannette.

**John Simon:** Thank you, Ms Frye. Do you know your customer number? It should be on the reminder, in the top right corner.

**Jeanette Frye:** Oh yes, here it is. It's WY345. It's about the late fee: I was on vacation for the past six weeks, that's why I missed the payment. Is there anything you can do about it? It's quite the steep fee ...

**John Simon:** I'm very sorry, Ms Frye, but there is nothing I can do about your late fee. But you could switch to direct debit to avoid late fees in the future.

**Jeanette Frye:** Direct debit? How does that work?

**John Simon:** Direct debit is generally used for recurring payments, such as utility bills. Your payments would be processed automatically. I can send you more information and a form. You have to fill out the form and send it back to us, signed, and it authorises us to withdraw the payments for your

electricity bill from your account automatically. You will never miss a payment again when you're travelling.

**Jeanette Frye:** Okay, I'll think about it. Please send me the information and the form for the direct debit authorisation.

**John Simon:** I will send you everything immediately. And, Ms Frye, please don't forget to remit the outstanding payment of your account so you don't incur further late fees.

**Jeanette Frye:** I will. Goodbye.

**John Simon:** Goodbye!

## Track 15

### Conversation 3

**Claire Kennedy:** *Electric Birmingham*, Claire Kennedy speaking, what can I do for you?

**Martha French:** This is Martha French from United Networks. Our customer number is FG897. I just got your second reminder. I am terribly sorry for not paying the invoice. In fact, I have no idea right now how I will be able to pay you at all ...

**Claire Kennedy:** That does not sound good. Have you thought about paying in instalments?

**Martha French:** Well, I would, if I had the money. As it is, we lost one of our most important clients and we're having serious problems right now. Is there anything else you could do? I don't want you to switch off the electricity completely; then we might as well go out of business. Could I just pay you later, when business is better? I'm expecting things to turn around for the better in spring.

**Claire Kennedy:** Well, it's not that easy. But as you are a loyal customer and I can see that you have paid your bills diligently until now, I can offer you an interest-free loan until April.

**Martha French:** Yes! Thank you! That sounds great!

**Claire Kennedy:** Okay. I will send you further information and an agreement form. Please sign the form, scan it and mail it back to us. We expect you to resume payments by the 1<sup>st</sup> of May.

**Martha French:** I am terribly grateful! Thank you very much.

**Claire Kennedy:** You are welcome.

## Marketing & Branding

## Unit 7

### Track 16

**Donna Sweeden:** Hello and welcome to our broadcast. This is Donna Sweeden and today we will talk about businesses and their marketing strategies. Our guest, Michael Byrne, is going to talk about *Nike*. This company is well-known for its unique marketing strategies.

**Michael Byrne:** Thank you for inviting me to talk about this famous company that is – in my opinion – very popular with young people at the moment.

**Donna Sweeden:** I think that's right. So, could you please tell us something about the history of

the company?

**Michael Byrne:** Yes, of course. On January 25<sup>th</sup> 1964, track athlete Phil Knight and his coach Bill Bowmann founded a company called *Blue Ribbon Sports*. In their first year of business, they worked as a distributor for a Japanese company, selling 1,300 pairs of shoes. They sold them mostly out of their cars because they didn't even have a shop! By 1966, they had earned about 8,000 dollars and were able to open their first store. Sales continued to increase rapidly. In 1971, *Blue Ribbon Sports* became *Nike*. The name is derived from the Greek goddess of victory.

**Donna Sweeden:** What kind of products does *Nike* sell now?

**Michael Byrne:** Nowadays, Nike is the world's leading sporting goods manufacturer. The company produces and sells a range of different products. *Nike* is famous for its sports shoes: running shoes, basketball shoes – and sneakers that you can wear every day. Apart from clothing and sports equipment, *Nike* also sells watches, backpacks and other items. *Nike* owns several other brands, for example *Converse*. In 2017, the company's revenue was 34.35 billion Dollars and it employed 74,400 people worldwide.

**Donna Sweeden:** Wow, *Nike* certainly is a great example of a brand getting started with a simple business idea.

**Michael Byrne:** I agree with you. But let me go on to tell you something about Nike's branding strategy that is quite exceptional.

**Donna Sweeden:** Of course, please go ahead.

**Michael Byrne:** Experts think that *Nike's* marketing is responsible for its enormous success. The famous swoosh logo was created by a graphic design student called Carolyn Davidson in 1970. She only received 35 Dollars for the design because Knight didn't like it in the beginning.

**Donna Sweeden:** How does *Nike* employ its successful marketing strategy? Could you please tell the listeners something about that?

**Michael Byrne:** Certainly. First, we have to consider how much money *Nike* invests in its marketing division: I found figures that stated that it's marketing investments amount to billions of dollars. *Nike* uses emotional branding: In its ads, the actual products are often not even shown. Instead, the advertisements depict a kind of battle: a sporting hero overcomes challenges and obstacles. Often, there is no real adversary; the hero fights against his or her own exhaustion, laziness or self-doubt. Despite all these odds, the hero manages to find the inner strength to "just do it".

**Donna Sweeden:** That's interesting. They do not focus on a product but tell a story. Could you please tell us more about that?

**Michael Byrne:** Sure. *Nike* also promotes its various products with celebrities and professional athletes. They show consumers a lifestyle that has personal benefits as well as health benefits. The slogan "Just do it" is more than 30 years old and a lot of customers still like it. It's catchy, it's simple, but it offers a variety of individual interpretations. Additionally, it establishes a relationship between *Nike* and its fans that motivates them to overcome difficulties by action.

**Donna Sweeden:** What about the use of social media and the Internet?

**Michael Byrne:** As far as the Internet is concerned, *Nike* was one of the first companies to use it – and to use social media as well. It launched its website in 1999 – seven years earlier than one of its strongest competitors, *Adidas*.

**Donna Sweeden:** That sounds innovative. But let me just add one critical remark at the end of our broadcast. Do you really think one gets fitter just by buying *Nike* products?

**Michael Byrne:** Of course not, no! It's just advertising: A company wants to sell you something – in this case, its shoes and sporting goods – and for that to work, it sells you an image, a lifestyle, maybe even a dream. In this case, it's the image of a fitter, healthier life, of being a hero that makes you buy the product. But shoes alone cannot make you run faster or go to the gym regularly. That's all up to you. Maybe buying new running shoes inspires you to train more – but you have to do the hard work of putting on these shoes and going for a run a few times a week. You have to remember all these inspiring advertisements only exist to influence how you spend your money.

**Donna Sweeden:** Thank you very much for being on the show today, and for informing us about advertising strategies.

**Michael Byrne:** The pleasure was all mine!

## Track 17

**Marko A.:** Good afternoon, how may I help you?

**Anna S.:** Good afternoon. My name is Anna Samueldottir. I have an appointment with Mr Sagmeister.

**Marko A.:** Nice to meet you, Ms Samueldottir. I am sorry to inform you that Mr Sagmeister is not in right now. He is stuck in traffic, but he will be here as soon as possible. May I take your coat?

**Anna S.:** Yes, please. ...Here you are.

**Marko A.:** Please, take a seat. Did you have a long trip?

**Anna S.:** Yes, it was quite exhausting. I flew in from Reykjavik in the morning, but then my connecting flight was delayed because it was too windy. It was still quite a bumpy flight after we finally took off.

**Marko A.:** I am terribly sorry to hear that. Can I get you anything to drink? Coffee, tea, water?

**Anna S.:** Coffee would be great, thank you.

**Marko A.:** How do you take your coffee? With milk and sugar?

**Anna S.:** Milk and sweetener, please. (*coffee machine noises*)

**Marko A.:** Here you are. Please help yourself to the biscuits.

**Anna S.:** Oh, they look delicious. At least it's really sunny here. I was getting tired of the cold.

**Marko A.:** What was the weather like in Reykjavik?

**Anna S.:** Oh, well, still quite cold, with lots of rain.

(*Phone is ringing*)

**Marko A.:** Please excuse me for a second. ...*Bergdorf*, Marko Avramovic am Apparat ... Ja, ok, super, das mache ich. Mr Sagmeister just called. He will be in shortly. He asked me to escort you to his office. If you would please follow me to the second floor? It's the first office on the right. Is there anything else I can do for you?

**Anna S.:** No, thank you, everything is fine.

**Track 18**

**Mr Brown:** Today, I have invited Lisa Berner to tell you about the challenges and experiences of an internship abroad. Lisa, please tell us about your internship in Glasgow.

**Lisa Berner:** Thank you very much for the invitation! As Mr Brown just told you, I did an internship in Glasgow for four weeks. I worked for *Burke Ltd.* *Burke Ltd.* is a company that delivers office supplies to companies and individual customers all over the United Kingdom.

**Mr Brown:** That sounds really interesting! Can you tell us anything about your daily routine at work?

**Lisa Berner:** My main duties included talking to customers, answering the phone and preparing merchandise for delivery. Apart from that, I also had to cold-call potential customers and inform them about our company.

**Mr Brown:** Oh, so quite a lot of responsibility for an intern! Did you have any problems when you started the internship?

**Lisa Berner:** At first, it was really hard because I was not used to speaking English all the time. I struggled with people who had accents I didn't know. If you hear Scottish English for the first time, it seems like a completely different language! But after a few weeks, my English started to improve, and it was easier to talk to our customers from all over the UK. Well, from time to time, I got really homesick and missed my family and friends.

**Mr Brown:** What were your first days of work in Glasgow like?

**Lisa Berner:** When I first arrived at the company offices, I was very nervous. But then I met Denise McNeal, my supervisor. She was wonderful and really tried to make me feel at home. She held a meeting and introduced me to my colleagues. When she gave me a task to do, I was determined to show her that I was reliable. So, I tried to do my best, and if I didn't understand something, I could always ask my colleagues for help.

**Mr Brown:** What did you learn from your experience as an intern in the UK?

**Lisa Berner:** Well, it was very interesting to see that the company did some things in a completely different way than how I was used to. But what's most important is that I learned a lot about working in another culture. I think I became more open-minded and more independent because I had to organise living in a big city on my own. I made a lot of new friends with whom I am still in contact. And, as I already mentioned, I got fluent in English after some time. In the beginning, I always prepared a few sentences in my mind before calling a customer, but after some time I almost started thinking in English and now I can talk freely, without a prepared script.

**Mr Brown:** That's great to hear. Is there any tip you would like to give people who want to do an internship in an English-speaking country?

**Lisa Berner:** I was supported by an internship exchange organisation, and they prepared me very well for the experience. But I do have some tips for anybody who is interested in working abroad. First, be committed! Show your colleagues that you really want to learn and that you are not there on holiday. Volunteer to help your colleagues when they are working on a project.

Second, show initiative! If you finish a job, look around to see if somebody needs a helping hand or ask your supervisor for another task. In case there is no work in your department, you might go to another department and get to know the workflow there.

My third tip is: Ask questions! Whenever you do not understand something, speak up and ask for clarification. Everybody will understand that you are an intern and eager to learn new things. If you have problems, do not hesitate to ask for help.

My fourth and last tip concerns teamwork: Consider yourself a part of the team. If anybody has problems, show compassion. If there are celebrations, join them, even if you are new and don't know a lot of people. Try to get to know your colleagues: Join them during lunch or during coffee breaks – don't spend your breaks alone at your desk, too afraid to talk to someone.

**Mr Brown:** Thank you very much for the tips and for telling us about your internship, Lisa. I am sure you have now inspired other students to take up the challenge of an internship abroad.