



普通高等教育“十一五”国家级规划教材

New Practical 新编实用英语 English

(第二版)

综合教程 3

Comprehensive Course

《新编实用英语》教材编写组 编



高等教育出版社
Higher Education Press



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主 要 内 容

本书是根据教育部《大学英语课程教学要求》和《大学英语教学大纲》编写而成的。本书共分八册，每册16课。本书可作为高等院校非英语专业学生大学英语课程的教学用书，也可供从事英语工作的有关人员参考。

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内 容 提 要

《新编实用英语》系列教材是由教育部“高职高专教育英语课程教学指导委员会”根据《高职高专教育英语课程教学基本要求(试行)》组织编写的。《新编实用英语》(第二版)系列教材是在《新编实用英语》第一版的基础上修订而成。本套教材认真贯彻了“学一点、会一点、用一点”、“听、说、读、写、译并重”和“边学边用、学用结合”的原则。注重听说技能训练,注重对实用文体阅读能力的培养,将应用语言基本功的能力与实际涉外交际相结合。

本套教材还注重“教、学、考”相互照应。学完第2册可参加“高等学校英语应用能力考试”的B级考试,学完第4册可参加A级考试。

本书为《综合教程》(第二版)第3册,共8个单元,每个单元都由“说”、“听”、“读”和“写”4部分组成,另有一个“趣味阅读”部分。本书为4色印刷,版式精美,并配有录音带。

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修 订 说 明

《新编实用英语》(New Practical English)是由“高职高专教育英语课程教学指导委员会”组织全国力量按照《高职高专教育英语课程教学基本要求(试行)》编写的普通高等教育“十五”国家级规划教材,是“高职高专英语课程教学指导委员会”向全国高职高专院校推荐的推动英语教学改革的新型教材。最近《新编实用英语》第二版又被纳入普通高等教育“十一五”国家级规划教材。

《新编实用英语》自2002年出版发行以来,受到了高职院校广大师生和社会的热情欢迎。在近4年的实际使用过程中,我们也广泛听取了来自各方面的批评和改进意见,并在此基础上对《新编实用英语》进行了修订,期望第二版的《新编实用英语》能够更加符合国家高职高专人才培养的需要,更加贴近高职高专学生的实际水平,更加满足一线教师对英语教学和教法改革的迫切要求。我们相信《新编实用英语》(第二版)定会“更实用、更好学、更好教”。

《新编实用英语》(第二版)主要进行了如下修订:

1. 缩减了篇幅,将原每册10个单元缩编为8个单元,更好地适应教学改革的宏观要求,同时保证每个单元有比较充足的授课和训练时间,让学生能够更好地使用所学英语进行实际涉外交际活动。调整后的8个单元更加针对涉外人才市场对高职毕业生的需求。
2. 每个单元加编了“单元目标”(Unit Goals),详尽地规定了每个单元的教学目标和要求,并明确将这一目标分为“学会”和“学懂”两大类,而后再分解为听、说、读、写各种分项技能要求,保证师生在教学过程中目标明确、重点突出。
3. 合理调整了听说部分,在突出实用口头交际训练的同时,又加编了《新编实用英语听力训练教程》,集中突出训练听说交际能力,以适应更加开放的高职人才市场的实际需求。
4. 部分调整了语言交际训练的练习内容,更加突出交际表达能力的培养,并从编排上做了相应变动,使之更加便于教学。
5. 在教学实践的基础上,我们组织有经验的优秀一线教师加编了较为详尽、系统的“参考教案”和“电子教案”,具体指导任课教师使用本教材进行教学。这是第二版《新编实用英语教师参考书》的重大变化,它不仅设计了各种教学方案和教学方法,更提供了新鲜有效的教学手段和资料,为教师教授《新编实用英语》(第二版)提供了理想的平台。
6. 实用写作部分更加精选了应用文,一般写作更加突出了与语言结构、篇章功能的联系。
7. 以上修订变化涵盖《综合教程》、《学学·练练·考考》和《教师参考书》各册,《新编实用英语听力训练教程》将另行出版发行。
8. 近年来,随着高等职业教育的大发展,高职院校招生规模迅速扩大,部分学生英语入学水平有所降低。为了适应这一新的需求,我们增编了《新编实用英语预备级教程》(New Practical English—A Preparatory Course),作为学习《新编实用英语》(第二版)教程的预备教程(约需20~30学时),并在内容上与《新编实用英语》(第二版)教程相互照应,为学生尽早进入《新编实用英语》(第二版)教程的学习做好准备。

修订工作由总主编孔庆炎教授和刘鸿章教授统筹,各分册主编负责实施。部分编者参加了具体的修订工作。

第三册的《综合教程》、《学学·练练·考考》和《教师参考书》由原主编余渭深教授、原副主编刘寅齐教授、邹晓玲教授及编者(以单元为序)张琪(重庆科技学院)、李坚(重庆科技学院)、全冬(重庆科技学院)和陈益(重庆科技学院)修订完成。新增编的“参考教案”和“电子教案”由张琪(第1、2单元)、李坚(第3、4单元)、全冬(第5、6单元)、陈益(第7、8单元)参加了具体修订工作。参加电子教案制作的有全冬、张琪、陈刚。

修订者
2007年7月

第一版前言

根据《普通高等专科学校英语课程教学基本要求》编写的《实用英语》(1995年出版)为高等专科学校英语教学改革起到了导向与规范作用,取得了开拓性的成果。该教材既重视语言基本技能的训练,又在很大程度上体现了培养实际应用英语能力的目的。1999年,根据国家对高等专科学校教育、高等职业教育和成人高等教育实行“三教统筹”的精神,编写组对《实用英语》进行了局部的修订,使之更加符合“三教”的要求。加入WTO之后,中国与世界经济进一步接轨,国家对高职高专的英语教学提出了更加重视实用能力培养的要求。因此,高职高专教育英语课程教学指导委员会(以下简称“课委会”)决定重编《实用英语》,以适应新形势对高职高专英语教学改革的需要。

《新编实用英语》(New Practical English)是由课委会组织全国各地有丰富教学经验的教师编写的。本教材既坚持了《高职高专教育英语课程教学基本要求(试行)》(以下简称《基本要求》)的正确方向,保持和突出了《实用英语》的优点,又反映了全面更新教学内容的实际。所谓全面更新是指在坚持《基本要求》为高职高专培养实用性人才和坚持“以应用为目的,实用为主,够用为度”的大方向的前提下,进一步更新观念、更新内容、更新体系、更新要求。这主要体现在如下几个方面:

1. 严格按照《基本要求》编写。《基本要求》中的《交际范围表》所规定的交际主题是我们选材的依据和出发点,而且读、译、听、说、写各项技能的培养与训练都围绕同一交际话题展开。

2. 进一步克服忽视听说技能训练的弱点,加大听说技能、特别是实用交际能力的训练,把培养一定的实用口语交际能力作为本教程的重要任务。

3. 加强对应用文等实用文体阅读能力的培养,满足在一线工作的业务人员实际的涉外交际需要。

4. 将英语应用能力的训练具体体现于实用英语能力的培养之中。应用能力既指应用语言基本功的能力,更指把这些基本功运用到实际涉外交际中的能力。后者也可称作“实用能力”。“应用能力”是“实用能力”的基础,“实用能力”则是“应用能力”的具体体现。

5. 认真贯彻“学一点、会一点、用一点”,“听、说、读、写、译并重”和“边学边用、学用结合”的原则。

6. “教、学、考”相互照应。《高等学校英语应用能力考试大纲和样题》所规定的项目和要求都在教材中得到反映和训练。学完《新编实用英语》第二册可以参加“高等学校英语应用能力考试”的B级考试,学完第四册可参加A级考试。

《新编实用英语》由《综合教程》、《学学·练练·考考》、《教师参考书》以及配套的多媒体学习课件、电子教案、网络课程等组成。

《新编实用英语综合教程》分为4册,每册10个单元,每个单元都由说(Talking Face to Face)、听(Being All Ears)、读(Maintaining a Sharp Eye)和写(Trying Your Hand)四部分组成,另有一个“趣味阅读”部分(Having Some Fun)。各部分的具体内容如下:

1) Talking Face to Face: 包括2个紧扣交际主题的对话样例,供学生学习模仿,并配有4个短小的交际话题模拟练习,使学生边学边练。

2) Being All Ears: 本部分是对Talking Face to Face的扩大与补充,以体现听力训练的范围要广于说的训练的原则,并为阅读作铺垫。

3) Maintaining a Sharp Eye: 本教程打破先教课文后进行语言训练的传统模式,把阅读作为外语教学训练的归结,并通过阅读开阔眼界,进一步提高语感和交际能力,为学生自主学习创造充分的条件。

4) Trying Your Hand: 这一写作部分又分为应用文写作(Applied Writing)和一般写作(General Writing)两部分。前者培养学生阅读和模拟套写《基本要求》规定的常用应用文的能力;后者则按句子写

作、功能写作和篇章写作等层次进行训练。

5) Having Some Fun: 每课选配一个短小精悍的幽默故事, 培养学生学习、体味与欣赏英语和了解英美文化的能力。

《新编实用英语》将为高职高专英语教学改革开创崭新的局面, 提高学生实际使用英语进行涉外交际的能力, 有利于彻底改变高职高专英语教学滞后于社会需求的局面。

《新编实用英语》由课委会主任委员、大连理工大学孔庆炎教授和课委会顾问、高等学校英语应用能力考试委员会主任委员、上海交通大学刘鸿章教授担任总主编, 负责全书的总体设计、编排和书稿的审订, 并聘请美国普渡大学 Margie Berns 教授作语言顾问。

《新编实用英语综合教程》第3册由重庆大学余渭深教授主编, 重庆科技学院刘寅齐教授, 重庆大学邹晓玲教授任副主编, 黄玉兰(重庆科技学院)、宋又新(重庆科技学院)、邓世伦(重庆大学)、全冬(重庆科技学院)、晏生宏(重庆大学)、黎静(重庆大学)等参加了编写工作, 重庆大学的美国留学生 Lindsley Boney 先生审读了全稿。

由于本书遵循的是全新的编写思路, 书中会有不当和疏漏之处, 望广大使用者批评指正, 以期本教程能为高职高专英语教学做出新的贡献。

编者

2003年6月

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7

Promoting Activities

Unit Goals

❖ What You Should Learn to Do

1. Introducing a certain company (background, business scope, etc.)
2. Talking about a company's business
3. Describing an object
4. Describing a product

❖ What You Should Know About

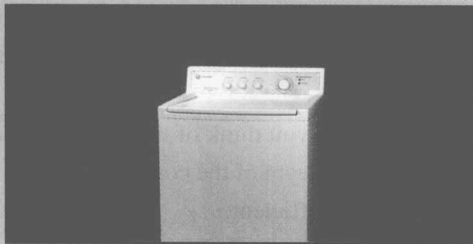
1. Some basic promotion methods
2. Rules for attending Exhibitions
3. Product prospectuses

SECTION 1 Talking Face to Face

Introduction

Introducing the functions and potentials of a new product is very important in promoting its sale. Here are some typical remarks for introducing a product. Now let's read them carefully and then try to make dialogues with the information given.

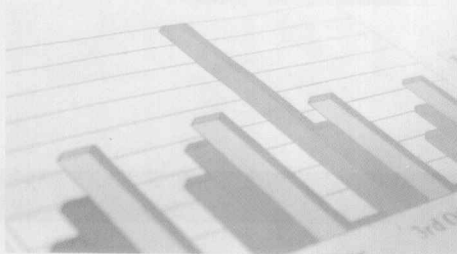
Our mini-type washer is gaining a lot of high prestige in the home market.



With the improvements we've just made, our new sports car will make a smooth passage into the market.



We need to find the cause for the decrease of the sales and come up with a better marketing strategy.



More and more families are buying our laptops because of the low price we offer.



 **Follow the Samples**

1 About the Potentials of a New Model of Digital TV Set



Chair: Ladies and gentlemen, I'm very glad to have Mr. Wang, our Chief Engineer, to join in our discussion. Mr. Wang, what would you like to tell the Board of Directors (董事会) about the present situations we are facing?

Mr. Wang: Generally speaking, we are progressing smoothly along the new line of digital TV sets.

A: Is it possible for us to apply for a patent for our new model soon?

Mr. Wang: I think so. We've got all the necessary drawings ready now, but we are still testing the product.

B: Have you done any marketing research? What findings have you got from the research?

Mr. Wang: The marketing survey shows that the customers seem very interested in this new model. I have the impression that there will be a good market for it in the years to come.

B: I see. What do you think of the R&D (Research and Development) team of the company?

Mr. Wang: They are very efficient.

2 About Packing and Advertising

- Gao: What should we do now to speed up the marketing procedure of our digital TV sets?
- George: A lot should be done at present. First, we should make some estimates on packaging. Many products sell better simply because of their attractive-looking package.
- Gao: That's true. We'll start doing this as soon as possible. What else should be done?
- George: Next, I find that a good advertisement always contributes to the success of a product. Therefore we should run a good advertising campaign immediately.
- Gao: What a great idea! We'll have this done in no time.
- George: If we are lucky, we'll beat our competitors within a year or two.
- Gao: But their products won't be staying on the shelves of supermarkets for nothing. We have no reason to feel relaxed.
- George: That's right.

Act Out

Here is a group of short dialogues. Follow the examples and make more conversations with your partner.

- 1** Please tell me about your findings in the market survey.

Do you think we can get a lot of orders?



Convenient wheel-chairs for the disabled are in great demand. I'm sure they'll be quite marketable in the years to come.

Yes. I believe so. With proper sales promotion, we may soon become the leader in the market.

Task: Talk about the potential market of a new type motor tricycle for the disabled.

- 2** A: What are the customers' reactions to our new product — HJ-3 Laptop Computer?
- B: They like it very much, especially its style. But they think the price is a little too high.
- A: I see. What do you think of the pricing?
- B: HJ-3 Laptop is of the latest technology, best quality and super functionality. Our price is actually quite reasonable.

Task: Talk about the customers' reactions to a new desktop personal computer.

- 3** A: How are our track shoes selling, Bill?
- B: They are the market leaders.
- A: Great! Are our running shoes selling well, too?
- B: I'm afraid not. But our tennis shoes are quite popular with the young people.
- A: That's fine. By the way, why don't people like our running shoes?
- B: They say the shoes are not fashionable enough.

Task: Talk about the selling of leather shoes.

- 4** A: Thank you for your detailed information of the office equipment, Mr. Ding. But I still have a few more questions to ask.
 B: Please go ahead.
 A: What's the most obvious advantage of your product?
 B: Its quality. The high quality of our product has secured its leading status in the market.
 A: Right. What else?
 B: And the price of our product is competitive. That has undoubtedly contributed to the success of its sales.

Task: Talk about the advantages of any product you can think of.

■ Refer to the Data Bank in the Workbook for more relevant expressions.

 Put in Use

1 Suppose you are the head of the Research & Development Section (研发部). You are talking with the General Manager (GM) about applying for a patent on a new model of CD player. Complete the conversation by putting the idea given in Chinese into English.

You: Mr. Li, this is the new CD player we've just developed. **1** _____ (说打算申请专利).

GM: Wonderful! You've done an excellent job. **2** _____ (问是否已经做好了申请专利的必要准备)?

You: **3** _____ (说机型还要做最后试验,但图纸已经准备妥当).

GM: **4** _____ (问申请专利需要多少时间)?

You: At least a couple of months, I think.

2 Complete the following dialogue by translating the Chinese into English.

Ms. Li: Mr. Hu, **1** _____ ? (你的市场调研结果如何?)

Mr. Hu: As far as I can see, **2** _____ . (迷你型手机在市场上卖得很好.)

Ms. Li: **3** _____ ? (你认为这种新型的手机会取代老式的手机吗?)

Mr. Hu: Yes, I believe so.

Ms. Li: Why do you think so?

Mr. Hu: Well, you see, with the fast development of modern technology, **4** _____ . (人们的生活条件在最近几年得到了很大改善。) Likewise, **5** _____ . (他们的消费观念也在迅速发生变化。) Smart and handy mobile phones have become a necessity for many people, young people in particular.

Ms. Li: I see. ⑥ _____ . (所以你相信手机的潜在市场一定会很大。)
 Mr. Hu: Exactly.

3 At an exhibition, a customer is interested in some new models of video cameras. Now he is talking with the clerk about them. Complete the dialogue by putting in the missing information.

Clerk: Good morning, sir. Welcome to our booth. What products ① _____ ?
 Customer: We are particularly interested in your new video cameras. Could you tell me ② _____ ?
 Clerk: Sure. We have two models: the Compact and the Super. Which ③ _____ ?
 Customer: The Super.
 Clerk: What do you want to know, ④ _____ ?
 Customer: Well, actually both. We are interested in both the functions and the price.
 Clerk: In that case, let me ⑤ _____ the 3.1 MP video camera. Here it is. It's a best seller in the market.
 Customer: ⑥ _____ ?
 Clerk: US\$ 380 per unit.

SECTION II
Being All Ears

 **Listen and Judge**

1 Listen to a dialogue and decide whether the following statements are true or false. Write T / F accordingly.

- () 1 The man wanted to buy a sports car for his daughter.
- () 2 The daughter came with her father to choose the car.
- () 3 There is only one color available for the new model.
- () 4 There is no specially designed model for girls.
- () 5 Young people nowadays prefer to follow the fashion of owning the same model of sports car.
- () 6 The man's daughter is going to be 20 years old.
- () 7 This new model is very popular with young people.
- () 8 The man paid 40 000 *yuan* for the car.

Listen and Respond

2 Listen to the dialogue again and give short answers to the following questions.

- 1 Where did the conversation most probably take place?
- 2 Why did the man want to buy the car?
- 3 How many sports car models are there in the store?
- 4 How long has the new model been for sale?
- 5 What was the recommended retail price?
- 6 How would the man prefer to pay?

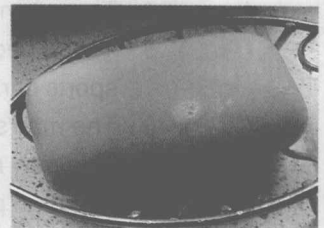
Listen and Read

3 Now listen to something more challenging – a passage with some blanks for you to fill in. A glance beforehand at the word list provided below will be of some help to you.

New Words and Expressions

softness	/ 'sɒftnɪs /	<i>n.</i>	柔和, 温柔
gentleness	/ 'dʒentlnɪs /	<i>n.</i>	亲切, 柔和
existing	/ ɪg'zɪstɪŋ /	<i>a.</i>	现有的
oily	/ 'ɔɪli /	<i>a.</i>	油的, 油滑的

As you know, Baobao Company has been producing ① _____ products for over ② _____ years, and our "Baobao Soap" has been ③ _____ popular with both young and old ④ _____. Now, a new type of soap, "Baobao Soap-II", has been produced. This new type of soap not only keeps all the softness and gentleness of our existing "Baobao Soap", but also has a new ⑤ _____ made from special ⑥ _____. The new bars of soap are ⑦ _____ and will give you a more oily, ⑧ _____ feel. As a result, your skin will greatly ⑨ _____ from using the soap on your hands. And the same will be true of your face and body. Continuous use of our soap will also make you feel ⑩ _____. It will give you new energy and strength. In short, it will refresh you entirely.



SECTION III

Maintaining a Sharp Eye

PASSAGE 1

Promotion Methods

A marketing manager can choose from several promotion methods — personal selling, mass selling, and sales promotion.

Personal selling — flexibility is its strength

Personal selling involves direct face-to-face communication between sellers and potential customers. Face-to-face selling also provides immediate feedback — which helps salespeople to adapt. Salespeople are included in most marketing mixes. But personal selling can be very expensive. So it's often desirable to combine personal selling with mass selling and sales promotion.

Mass selling — reaching millions at a price or even free

Mass selling is communicating with large numbers of potential customers at the same time. It's less flexible than personal selling. But when the target market is large and scattered, mass selling can be less expensive.

Advertising is the main form of mass selling. Advertising is any paid form of nonpersonal presentation of ideas, goods, or services by an identified sponsor. It includes the use of such media as magazines, newspapers, radio and TV, signs, and direct mail. While advertising must be paid for, another form of mass selling — publicity — is “free”.

Publicity is any unpaid form of nonpersonal presentation of ideas, goods, or services. Of course, publicity people are paid. But they try to attract attention to the firm and its offerings without having to pay media costs. For example, book publishers try to get authors on TV “talk shows” because this generates a lot of interest — and book sales — at no cost to the publisher.

When Coleco introduced its Cabbage Patch dolls, it held press parties for reporters and their children. A number of reporters wrote “human interest” stories about their kids “adopting” the cute dolls. Those stories prompted more media attention — and a very successful product introduction without Coleco doing any introductory advertising.

If a firm has a really new message, publicity may be more effective than advertising. Trade magazines, for example, may carry articles featuring the newsworthy products of regular advertisers — in part because they are regular advertisers. The firm's publicity people write the basic “copy” and then try to convince magazine editors to print it. Each year, magazines print photos and stories about new cars — and often the source of the information is the auto producers. This publicity may even raise more interest than the company's paid advertising. A consumer might not pay any attention to an ad — but might carefully read a long magazine story with the same information.

Some companies prepare videotapes that are designed to get free publicity for their products on TV news shows. For example, one video — distributed to TV stations at Halloween — discussed a government recommendation that parents use makeup rather than masks for young children. The story was effectively tied to a new makeup product for children made by PAAS Products.

Large firms have specialists to handle publicity. Usually though, publicity is treated as just another kind of advertising — and it often isn't used as effectively as it could be. In most firms, publicity deserves much more attention than it gets now.

Sales promotion tries to spark immediate interest

Sales promotion refers to promotion activities — other than advertising, publicity, and personal selling — that stimulate interest, trial, or purchase by final customers or others in the channel. Sales promotion may be aimed at consumers, at middlemen, or even at a firm's own employees. Examples include coupons, samples of consumer products, special sweepstakes and contests, point-of-purchase materials, and displays at trade shows.

It's hard to generalize about sales promotion because it includes such a wide variety of activities. But usually its objective is to complement mass selling and personal selling.

Read and Think

1 Choose the best answer according to the passage.

- 1 Compared with mass selling and sales promotion, personal selling is more _____.
 - a expensive
 - b flexible
 - c immediate
 - d effective
- 2 When the target market is large and scattered, mass selling can be _____.
 - a more effective
 - b more immediate
 - c more flexible
 - d less expensive
- 3 Which of the following is NOT mentioned as a form of media for advertising?
 - a Magazines.
 - b Newspapers.
 - c Signs.
 - d Coupons.
- 4 If you aim at stimulating customers' immediate interest, the promotion method suggested in the passage might be _____.
 - a personal selling
 - b mass selling