

Unit 1

Interview and Recruitment



Learning Objectives

- to master the basic language and skills to be an interviewer and interviewee
- to master the useful sentence structures for interview
- to learn the recruitment methods and some interview etiquette
- to learn how to write cover letters



Lead-in

Work in pairs. What are the typical questions that an interviewer might ask? How do you answer these questions if you are an applicant?

- (1) _____
- (2) _____
- (3) _____
- (4) _____
- (5) _____



Words and Phrases

advertisement	[əd'vɜ:tismənt]	<i>n.</i> 广告
agency	['eidʒənsi]	<i>n.</i> 代理
aggressive	[ə'gresiv]	<i>adj.</i> 盛气凌人的
associate	[ə'səʊʃieɪt]	<i>n.</i> 同事
assignment	[ə'sainmənt]	<i>n.</i> 任务
attire	[ə'taɪə(r)]	<i>n.</i> 服装
bad-mouth	['bæd,mauθ]	<i>v.</i> 说某个人的坏话
by appointment		按照约定

candidate	[ˈkændɪdət]	n. 候选人
check out		仔细看一看
consult	[kənˈsʌlt]	v. 咨询
criterion	[kraɪˈtɪəriən]	n. 标准
cover for		代替
curriculum vitae	[kəˈrɪkjələmˈvi:tai]	n. 简历
delivery	[dɪˈlɪvəri]	n. 交付
egotistical	[ɪːgəˈtɪstɪkl]	adj. 自高自大的
exclusive	[ɪkˈsklʊ:sɪv]	adj. 独有的
expertise	[ˌeksɜ:pəˈti:z]	n. 专门技术
go off		发出响声
groom	[gru:m]	v. 使整洁, 打扮
headhunter	[ˈhedhʌntə(r)]	n. 猎头
hire	[ˈhaɪə(r)]	v. 雇请
installment	[ɪnˈstə:lmənt]	n. 分期付款
outline	[ˈaʊtlain]	v. 概述
perfume	[ˈpɜ:fju:m]	n. 香水
personnel	[ˌpɜ:səˈnel]	n. 人事部门
prevalent	[ˈprevələnt]	adj. 普遍的, 流行的
qualify	[ˈkwɒlɪfaɪ]	v. (使)具有资格
qualification	[ˌkwɒlɪfɪˈkeɪʃn]	n. 资格, 条件
recruitment	[rɪˈkrutmənt]	n. 招聘
remuneration	[rɪˌmju:nəˈreɪʃn]	n. 报酬
regarding	[rɪˈgɑ:dɪŋ]	prep. 关于
reputation	[ˌrepjuˈteɪʃn]	n. 名誉, 名声
retainer	[rɪˈteɪnə(r)]	n. 预聘费
shortlist	[ˈʃɔ:tlɪst]	n. 〈英〉供最后挑选的候选人名单
submission	[səbˈmɪʃn]	n. 提交, 呈递
team player		善于团队合作的人
vacancy	[ˈveɪkənsi]	n. 空缺, 空位



Situational Dialogues

Dialogue 1

A: Excuse me. **May I see Mr. Allan Wilson, the personnel manager?**

B: **It's me. What can I do for you?**

A: Nice to meet you, Mr. Wilson. **I'm coming here for an interview by appointment.**

B: Nice to meet you too. Please take a seat.

A: Thank you.

B: **May I have your name?**

A: My name is Jessica Lawrence.

B: OK, Miss Lawrence, we have received your letter in answer to our advertisement. I would like to talk with you regarding your qualifications for this position.

A: **I am very happy that I am qualified for an interview.**

Dialogue 2

A: **What made you choose our company?**

B: You've been the market leader for the past years because of the reputation of your products and quality of customer service and I would like to work for such an outstanding company.

A: **What do you know about our company?**

B: I know it was founded by Sam Walton, a legend of American retail industry, in Arkansas in 1962. Now it has become the world's largest private employer and retailer. The company employs over 2.2 million associates worldwide and operates more than 11,000 units in 27 countries.

A: **Why are you interested in this position?**

B: Well, the position is very challenging and it is in line with my career goals. Also, I think my educational background and relevant experience meet the requirements of this position. I see it as an opportunity to develop my expertise and professionalism in the field.

A: **What are your goals for the future?**

B: I'd like to work in a company where I can continue to learn, take on additional responsibilities, and contribute as much of value as I can.

A: By the way, **how would you evaluate the company you are with?**

B: Although I could not say that everything is perfect there, I still appreciate what the company has given me, especial many chances.

Dialogue 3

A: **If the people who know you were asked why you should be hired, what would they say?**

B: I'm sure if you asked my friends that question they would say you should hire me because I have the skills outlined in the job description and I bring 10 years of expertise to this position. Words they've used to describe me are: hard-working, professional, trusted and a team player.

A: **What are your weaknesses?**

B: My weaknesses might be that I do get rather impatient at times. I cannot bear unnecessary delay and waste. I don't mind mistakes, **as long as** they are not repeated.

A: **Consider the following situation and describe in detail how you would respond.** Your alarm clock doesn't go off, you wake up, and you are going to be two hours late for

work. **How would you handle that situation?**

- B: Once I woke up, I would immediately call my supervisor, apologize, and let him know what happened and inform him that I was going to be late. I would then call a co-worker and ask him to cover for me until I arrived. Once I arrived, I would apologize again and ask if I could stay late or come in early to make up for the lost time. Finally, I would buy a new alarm clock to ensure that this would not happen again.



Dialogue 4

- A: Now, **do you have any questions for us?**
 B: Yes, I'd like to know if there would be any future opportunities for specific training.
 A: If necessary there will be. Any other questions?
 B: When will I know your decision?
 A: We'll give you our decision in a couple of days. **Thank you for your interest in this office.**
 B: Thank you, Sir. I hope to hear from you as soon as possible.
 A: **Please send the next candidate in on your way out.**
 B: OK. Good-bye.



Useful Structures

1. I have come **at your invitation for an interview.** /I'm for an interview **as requested.**
2. **It is a great pleasure for me to** have this opportunity for interview.
3. Why did you **apply for** this job? /Why are you interested in **working for** our company?
4. Why do you think you **are qualified for** this position?
5. **Where do you want to be in five years?** /What are your goals for the next five years?
6. **What kind of personality do you think you have?**
7. **What is your greatest weakness?** /What is your greatest strength?
8. I'm a good **team player.** /I can work under pressure and **get along well with** my colleagues.
9. How would your friends(or teacher or supervisor)describe you?
10. **Have you got anything to ask me?**



Reading

Reading 1

Headhunting

In the U. K, usually there are four recruitment methods: agency recruitment,

advertising selection (which is advertising in newspapers), a combination of selection and search and, at the top-end, executive search, otherwise known as headhunting. The executive search market is particularly prevalent in areas where market growth has been driven by skills shortages in client companies who are in constant process of change. This is particularly the case in the finance, consulting and IT sectors, for example.

There is a fairly standard operating procedure for the delivery of headhunting assignments. It begins with a client giving a headhunter exclusive instruction and a brief to fill a vacancy. The headhunter's first task is to target potential companies, then individuals within those companies, either through desk research or through extensive contact networks. The headhunter then speaks to those individuals who match the specified criteria closely and are most appropriate for the job in



question. The headhunter then meets a number of potential candidates, either at their own offices or at a neutral location. Of course, these meetings have to be arranged and held with the utmost discretion. The headhunter then puts together the curriculum vitae and presents his findings to the client. At this meeting the client is given a shortlist of about eight candidates and selects three or four of them for interview. This number gives a good chance of successful candidate being hired. The candidates then go through the client's own interview procedure, possibly along with other candidates that applied directly to the company in response to an advertisement. Afterwards, the headhunter gives professional advice to both sides and facilitates the offer process to make sure that the whole assignment ends with a successful hire.

As for remuneration, the headhunter will receive a proportion, usually about 30 percent, of the first annual salary of the person appointed. When a search company has been given an exclusive instruction to fill a vacancy, payment is normally billed in three installments: first of all a retainer, then a second installment upon submission of the shortlist and finally, a completion fee when the appointee starts with the client.

After-reading questions

Read the passage very carefully and write T for True or F for False.

1. In the UK, there are four recruitment methods: agency recruitment, advertising selection, a combination of selection and search and headhunting.
2. During the search, the headhunter and client company communicate constantly to ensure that only qualified candidates are considered.
3. The candidates recommended by the headhunter needn't take part in the client's own

interview procedure.

4. The headhunter's fee is usually 30 percent of the recruited executive's first-month salary.
5. The headhunter's job is to identify the candidates and get them interested in working for the client company.



Notes

1. The executive search market is particularly prevalent in areas where market growth has been driven by skills shortages in client companies who are in constant process of change. 猎头市场在技能型人才短缺导致市场增长变化的领域中尤为普遍,这些领域中的公司变化性很大。
猎头(Headhunting 或 Executive Search)是一种在欧美十分流行的人才招聘方式,意为“网罗高级人才”,是一种帮助公司企业招聘高级候选人的人才中介机构。
2. There is a fairly standard operating procedure for the delivery of headhunting assignments. 完成一项猎头任务需要通过一个相当标准的操作过程。
3. It begins with a client giving a headhunter exclusive instruction and a brief to fill a vacancy. 猎头任务一开始是客户对猎头公司独家委托,并对所需空缺职位进行简要说明。
begin with 以……开始;开始于
4. The headhunter's first task is to target potential companies, then individuals within those companies, either through desk research or through extensive contact networks. 猎头公司的首要任务就是通过案头调查研究,或者是通过广泛的人际网锁定目标公司,然后是锁定那些目标公司里的个人。
desk research 案头调查研究
5. The headhunter then speaks to those individuals who match the specified criteria closely and are most appropriate for the job in question. 然后猎头就会跟那些非常符合要求、最为适合所需职位的人对话。
be appropriate for/to... 对……适合
in question 被谈的,正在谈论的
6. The headhunter then puts together the curriculum vitas and presents his findings to the client. 猎头然后把简历和他的调查结果一并交给客户。
present sth. to sb. 将某事物提交某人
7. The candidates then go through the client's own interview procedure, possibly along with other candidates that applied directly to the company in response to an advertisement. 候选人可能会与其他看到招聘广告直接向公司提出求职申请的候选人一起,参加客户公司举行的面试。
go through 参加某事;履行某事
apply to... 向……申请
in response to... 对……的回应

8. ... and facilitates the offer process to make sure that the whole assignment ends with a successful hire. 加快录用过程,确保人才招聘的顺利完成。
make sure 确保,确定

Reading 2 Business Communication Etiquette

Basic Interview Etiquette

Job interview etiquette is important for obvious reasons. Apart from helping you land your dream job, it makes the whole experience much more pleasant for both parties. Check out the following tips on interview etiquette.

Do's:

Arrive about 15 minutes early.

Greet the interviewer with a warm, confident "Hello" and a firm handshake.

Be calm and confident but never egotistical or aggressive.

Dress and groom yourself with perfection (Appropriate business attire, make-up).

Maintain eye contact with the interviewer without crossing the boundary into staring.

Emphasize positive things about yourself.

Be honest about your background and experience.

Ask a few appropriate questions.

Remain calm and alert to answer all questions.

Maintain good posture.

Thank the interviewer for his/her time.

Don'ts:

Bring a friend or relative with you.

Arrive late.

Use excessive perfume or make-up.

Ask about the salary unless the interviewer brings it up.

Look hesitant when asked tough questions—think before answering.

Bad-mouth a former employer or past co-workers.

Appear anxious to end the interview.

There are many more key elements to a successful interview, but follow these simple interview etiquette tips and you'll come out way ahead of competitors who violate them.



After-reading questions

Read the passage very carefully and write T for True or F for False.

1. For candidates, it is helpful to arrive early and dress appropriately.
2. If you are the applicant, it is important to avoid saying negative things about your former boss, even if you feel your statements are justified.
3. You needn't make eye contact with the person that is speaking to you.

4. When you shake hands with the interviewer, make sure your hands are wet.
5. It is helpful to have good posture, but keep it relaxed and friendly during the whole process of interview.



Practical Exercises

Section 1 Vocabulary and Structure

I. Match the definitions of job and work title

1. The person with the most important position in a company
2. A person who helps someone in a higher position, especially writing letters, arranging meetings, and making telephone calls
3. A person who usually welcomes and helps visitors and answers the telephone in an organization
4. A person who gives expert advice to a person or organization on a particular subject
5. The group of people who are responsible for controlling and organizing a company or organization

- A. receptionist
- B. board
- C. personal assistant
- D. chief executive officer
- E. consultant

II. Complete the following sentences

1. Why are you interested in _____ (为我们公司工作)?
2. I am able to work _____ (在高压力和时间限制内).
3. I expect to _____ (根据我的能力支付薪资).
4. He _____ (他很善于做出正确决定) in tough situations.
5. The outstanding reputation of this company _____ (吸引了许多像我一样的年轻人).
6. What do you know about _____ (我们的主要产品和市场份额)?
7. What's your _____ (职业目标)?
8. Do you have any _____ (特别的优点和缺点)?
9. Are you interested in a _____ position (全职还是兼职)?
10. I am calling you to _____ (为昨天的面试向您表示谢意).

III. Interviewing quiz

1. Talking about your experience and _____ is the most important part of any job interview.
A. qualifications B. qualifiers C. qualms
2. A "team _____" likes working with other people and sharing ideas with them.
A. play B. player C. person

- ## Section 2 Interactive activities

I.



II.



1. A. The Export Department.
B. The Import Department.
C. The Sales Department.
D. The Personnel Department.

2. A. An employer and an employee.
C. A professor and a student.
3. A. She is very tired.
C. The fish is not fresh enough.
4. A. Henry.
C. Peter.
5. A. She'll take the job for the time being.
C. She'll never leave the job.
- B. A manager and a client.
D. An examiner and an examinee.
- B. She doesn't like fishing.
D. She feels uncomfortable at work.
- B. John.
D. Nancy.
- B. She accepted the job in time.
D. She's left the job forever.

Speaking Activities

III. Pair work

Work in pairs and make up dialogues according to the following situations. Take turns to be the interviewer and interviewee.

Sample:

Interviewer: Which school are you attending?

Applicant: I am attending ××× University.

Interviewer: When will you graduate from that university?

Applicant: This coming July...

Situation 1: Anna Washington who graduated from Winston Business College is applying for the position of secretary in IBM. Mr. Smith, the Personnel Manager, conducts an interview with Anna Washington, focusing on her educational and personal background.

Situation 2: Robyn Foster currently serves in a busy financial services firm (XYZ Company). Now he is applying for the position of an office manager at ABC123 Retail Company. Mr. Jorge Matthews, the HR Manager, is interviewing him, focusing on his administrative and managerial skills.

Situation 3: Bill Moore has worked in a computer field for six years. He is now applying for the position of IT Security Specialist in DEF Corporation. Mr. Maureen Saunders, Director of Information Technology, is interviewing him, focusing on his working experience, qualifications and other special skills.

Situation 4: Jessica Lawrence will receive a Bachelor of Science degree in Psychology with a minor in Sociology from Virginia Polytechnic Institute and State University. Now she is applying for the marketing research position in Large National Bank Corporation. Ms. Charlene Prince, Director of Personnel, is interviewing her, focusing on her working experience, qualifications.

IV. Group work

Have a discussion on the topics given below.

1. What kind of preparation should you make for a job interview?
2. What do you think is the key to success at a job interview?



Writing: Cover Letters

求职信(cover letters)是自我推销的广告,是找工作的敲门砖。一封漂亮的求职信能够展现出你的长处,使你增加获得面试的机会。语言应言简意赅,实事求是,切忌自吹自擂。求职信格式并不固定,一般包括三到五个简短的段落。

- 第一段要说明写信的缘由和目的;
- 第二段是自我介绍部分。必须推销你的价值,体现出你的能力;
- 第三段是结尾。说明简历附在求职信中,希望得到面谈的机会并表明可以面谈的时间,最后结束这封信并表示感谢。



Sample

<p>April 14, 2014</p> <p>Mr. William Jackson Employment Manager Acme Pharmaceutical Corporation 13764 Jefferson Parkway Roanoke, VA 24019</p> <p>Dear Mr. Jackson</p>	<p>5542 Hunt Club Lane, #1 Blacksburg, VA 24060 (540)555-8082 lajohnson@vt.edu</p> <div style="border: 1px solid black; border-radius: 10px; padding: 10px; width: fit-content; margin: 20px auto;"> <p>First Paragraph: State why you are writing, how you learned of the organization or position.</p> </div> <p>I read in the April 10th Charlotte Gazette classified section of your need for a sales representative for the Virginia, Maryland and North Carolina areas. I am very interested in a position with Acme Pharmaceuticals, and believe that my education and employment background are appropriate for the position.</p> <p>While working toward my master's degree, I was employed as a sales representative with a small dairy foods firm. I increased my sales volume and profit margin appreciably while at Farmer's Foods, and hope to couple that success with the challenges and rewards of the pharmaceutical industry. I have a strong academic</p>
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background in biology and marketing, and think that I could apply this combination of knowledge and experience to the health industry.

Middle Paragraph: Describe what you have to offer the employer, mention specifically how your qualifications match the job you are applying for.

Enclosed is a copy of my resume, which more fully details my qualifications for the position. I look forward to talking with you regarding sales opportunities with Acme Pharmaceuticals. Within the next week I will call you to answer any questions you may have.

Thank you for your consideration.

Complimentary

Sincerely,

Signature

Lynn A. Johnson

It refers to resume. etc.

Enclosure

Final Paragraph: Include information on how you will follow-up. Thank the employer for his consideration.



Writing Task

Write a cover letter of your own based on the want ad below.

Marketing Assistant	
Job description —Responsible for providing support to the VP of Sales and Marketing and the marketing department in a professional and timely manner.	Requirements: —College degree and above with good English (speaking and writing). —With basic idea of sales and marketing, related experience is preferred. —Working experience in the international organization is a must. —Good communication and presentation skills.
Interested candidates are invited to submit applications by E-mail or fax to the address below. Applications must be received no later than 18 Oct. 2015 and sent to: Lenny Parker Director of Human Resources ×××Company, Jinan	E-mail: ×××@yahoo.com Tel: 86-×××-8765 4321 Fax: 86-×××-8765 4322

Useful patterns for writing

Stating why you write the letter

- In reply to your advertisement in today's newspaper, I would like to ask you to consider my request for this post.
- With reference to your advertisement in (newspaper) of May 2 for..., I wish to put myself for the post.
- Learning from... that you are looking for..., I would like to apply for the position.
- Your advertisement for... in the newspaper of March 8 is to my interest, I feel I can do it.
- In answer to your advertisement in today's newspaper for..., I wish to work in your company.

Introducing your qualifications

- For the past three years, I have been in the office of the... Trading Co., where I have been...
- Since I graduated from the school two years ago, I have been employed in... Hotel as a...
- Upon graduation, I first worked as... The following job was... and currently I am working for ...
- I graduated from... University majoring in ... I have been working in ... since my graduation, and I have therefore attained a fair knowledge and experience in this field.
- I am able to take dictation in English and translate it swiftly and accurately into Chinese.
- I have been at..., where I have acquired a knowledge of...
- Since I left school, I have attended Typewriting and Shorthand classes, and have now attained a speed of fifty and ninety words respectively.

Concluding paragraph

- I have enclosed my resume that gives details of my qualifications and experience.
- I should be pleased to attend an interview at your convenience, when I could give you further details concerning myself.
- I would be most grateful if you grant me a personal interview.
- Thank you for considering my application and I am looking forward to hearing from you.
- I request an interview, and assure you that if appointed, I will do my best to give you satisfaction.
- If you desire an interview, I shall be most happy to call in person, on any day and at any time you may appoint.

Unit 2

Describing the Company



Learning Objectives

- to know about the different companies and products, different lines of business
- to describe different types of companies
- to know how to write Memos



Lead-in

Look at these company logos. What companies do they represent and what lines of business are they in?

DAIMLER

A

citi

B



Nestlé

C

ExxonMobil

D

Carrefour



E

AIG
WE KNOW MONEY.

F



Words and Phrases

ardent

[ˈɑːdnt]

adj. 热心的, 热情洋溢的

abbreviation

[əˌbriːviˈeɪʃn]

n. 缩写, 缩写词

brief on		给某人作详细的介绍或指示
cereal	[ˈsiəriəl]	<i>n.</i> 谷类食品, 谷类
confectionery	[kənˈfekʃənəri]	<i>n.</i> 糖果(总称), 糖果店
copper	[ˈkɒpə(r)]	<i>n.</i> 铜
dedication	[ˌdedɪˈkeɪʃn]	<i>n.</i> 贡献, 奉献
diversify	[daɪˈvɜːsɪfaɪ]	<i>v.</i> 使多样化
disguise	[dɪsˈgaɪz]	<i>v.</i> 伪装, 掩饰
emoticon	[ɪˈməutɪkən]	表情符号: 电子邮件中表示情绪或态度的表情符号
exploration	[ˌekspləˈreɪʃn]	<i>n.</i> 勘探
frugality	[fruˈɡæləti]	<i>n.</i> 节俭, 俭省
genuine	[ˈdʒenjuɪn]	<i>adj.</i> 诚恳的
hypermarket	[ˈhaɪpəməːkɪt]	<i>n.</i> 大卖场
icon	[ˈaɪkən]	<i>n.</i> (计)图标
incorporate	[ɪnˈkɔːpəreɪt]	<i>v.</i> 使组成公司
ideology	[aɪdɪˈɒlədʒi]	<i>n.</i> 思想意识
indigenous	[ɪnˈdɪdʒənəs]	<i>adj.</i> 本土的
inhabitant	[ɪnˈhæbɪtənt]	<i>n.</i> 居民, 居住者
logo	[ˈləʊɡəʊ]	<i>n.</i> (某公司或机构的)标识, 标志, 徽标
line of business		行业
merge	[mɜːdʒ]	<i>v.</i> 合并, 并入
mine	[maɪn]	<i>n.</i> 矿, 矿山
offshore	[ˌɒfˈʃɔː(r)]	<i>adj.</i> 境外
petroleum	[pəˈtrəʊlɪəm]	<i>n.</i> 石油
premature	[ˌpreməˈtʃuə]	<i>adj.</i> 太早的
proof	[pruːf]	<i>v.</i> 检验, 校对
query	[ˈkwɪəri]	<i>n.</i> 询问
rationalize	[ˈræʃnəlaɪz]	<i>v.</i> 使合理
retailer	[riˈteɪlə]	<i>n.</i> 零售店[商]
subsidiary	[səbˈsɪdiəri]	<i>n.</i> 子公司
strive	[straɪv]	<i>v.</i> 力争, 力求
sue	[suː]	<i>v.</i> 控告
smelter	[ˈsmeltə(r)]	<i>n.</i> 熔炉
territory	[ˈterətəri]	<i>n.</i> [商]势力范围; 区域; 地区
unrivaled	[ʌnˈraɪvəld]	<i>adj.</i> 无可比拟的
venture	[ˈventʃə(r)]	<i>v.</i> 冒险



Situational Dialogues

Dialogue 1

A: What's the name of your company?

B: Nestlé S. A.

A: What line of business are you in?

B: We're in food processing.

A: What goods or services does your company provide?

B: We make baby food, coffee, dairy products, breakfast cereals, confectionery, bottled water, ice cream, pet foods, etc.

A: How many employees does your company have?

B: Over 283,000 world-wide.

A: Where are your headquarters?

B: In Vevey, Switzerland.

A: Where are your main markets?

B: Well, we operate world-wide.



Dialogue 2

A: Welcome to our company, Mr. Green.

B: Thank you. How long have you been in this field?

A: Our company has been in this field for nearly 30 years since it was set up in 1980, and we have approximately 3,000 employees by now.

B: That's very great. What do you mainly deal in?

A: We mainly deal in import and export trade, but we also do international transportation, warehousing, hotel service and real estate.

B: Then what about the size of your company?

A: Well, we have 15 special subsidiaries at home and 6 permanent representative offices abroad. We've also set up 5 joint ventures in the home market.

B: Good. You see, we are interested in establishing a joint venture with a Chinese partner. It seems your company is one of our choices. But one more thing I'd like to know is your financial standing.

A: I can assure you that we have a sound financial standing. You can consult our bank, China Construction Bank.

B: Thank you for your information.

A: Not at all. We look forward to your positive news.

Dialogue 3

A: Could you tell me something about the organizational structure of your company?

B: OK. Mr. Smith is our managing director. He is responsible for running the company

and is accountable to the Board.

A: **How many executive departments under the Managing Director?**

B: Four. Human Resources, Finance Department, Management Services Department and the R&D Department.

A: And I'm also interested in the regions division.

B: Yes, directly under the Managing Director there are five Regional Managers. Each of them **is responsible for the day-to-day management of a territory.** These are geographically split into North, South, East, West, and Central Regions.

A: Are there any sections supporting the five regions?

B: Now the five regions are supported by two sections—Marketing and Technical Services. They work closely with the regions on the marketing and technical side. Is that clear?

A: Yes, that's all very clear.

Dialogue 4

A: The well-known Wal-Mart is the world's largest retailer. **Would you please brief us on the history of this store?**

B: Sure. The company was founded in 1962 as a single Discount Store in Arkansas by a legendary man named Sam Walton. **Since then the company had been growing at an unrivaled rate.** Now Wal-Mart **enjoyed a 50 percent market share position** in the discount retail industry.

A: **Wal-Mart's success today bases on its continuous striving for excellence.**

B: That's true. Wal-Mart founder Sam Walton was an ardent believer in frugality, hard work, constant improvement, and dedication to customers and genuine care for employees. **He had incorporated the same strong ideologies in Wal-Mart culture.**

A: When did Wal-Mart enter the Chinese market?

B: In 1996, the first Super center and SAM'S CLUB were opened in Shenzhen, Guangzhou Province. Up to March this year, there are 412 outlets in 165 cities. And in June, 2011, Walmart officially launched its online store in the Chinese market.

A: How can Wal-Mart maintain its dominant position in the retail industry in China?

B: In China, we follow the Wal-Mart tradition of building our business, i. e. , one store at a time, one customer at a time. **We strive to provide our customers with friendly services and a wide selection of quality products at everyday low prices.**



Useful Structures

1. The store **was founded by Mr. Sam Walton in Arkansas in 1962.**
2. **Over the past 50 years,** the company has **served customers** and is now **the world's largest private employer and retailer.**