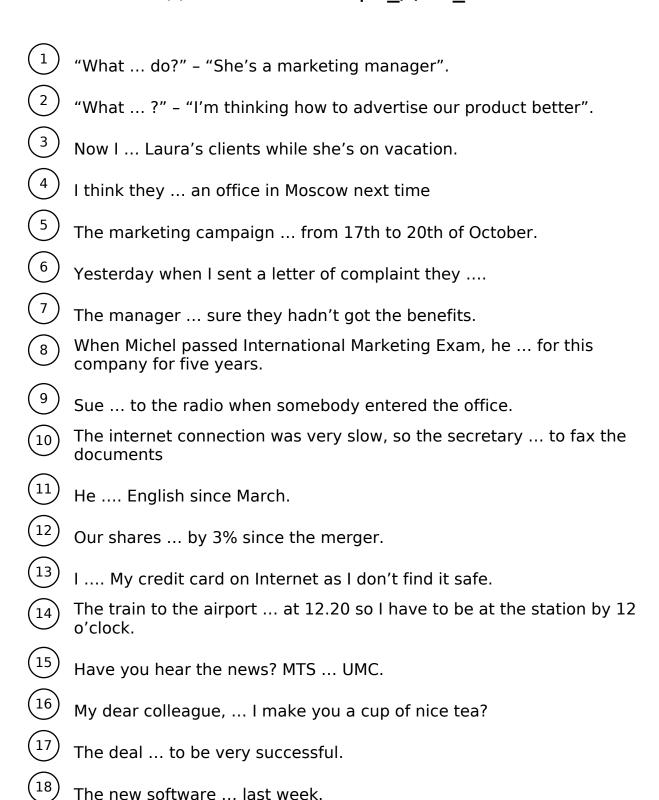
Иностранный язык в профессиональной деятельности.фл_ДСИ_м(3)











- (19) Interest rates ... by 1% by our competitors.
- If you ... the order number in the wrong format the computer will not recognize the information.
- (21) If I ... a password I could enter the system.
- $\binom{22}{}$ I wish we ... more direct logistics last year.
- (23) Gathering information about sales of product is called market...
- One way to do market research is to use...
- (25) Companies that make the same things are called ...
- Learning about competition means learning what products they do and how much the products ...
- A market is a group of potential with the authority and the ability to purchase a particular product or service.
- Manufacturers and sellers must determine the price for their products or ...
- ... means the publicizing of a product, organization, or venture so as to increase sales or public awareness.
- Marketing ... is a combination of the factors that affect the sale of the product.
- Give examples of products or services people buy to satisfy their ...
- ... advertising attempts to convince you with facts and other information.
- $\binom{33}{}$ Match the tense indicators with the corresponding tense
- (34) Match the tense indicators with the corresponding tense
- $\binom{35}{}$ Match the tense indicators with the corresponding tense
- $\binom{36}{}$ Match the words to make collocations
- $\binom{37}{}$ Match the words to make collocations





Telegram



(38)	Match the words to make collocations
39	Today, outstanding companies go all out their customers. Many markets have settled into maturity, and there are not many new (customers) entering most categories is increasing, and the costs of attracting new customers are rising. In these, it might cost five times as much as to attract a new customer as to keep a current customer happy marketing typically costs more than defensive marketing, because it takes a great deal of effort and spending to coax satisfied customers away from competitors. Unfortunately, classic marketing theory and practice centre on the art of new customers rather than retaining existing ones. The emphasis has been on creating rather than relationships. Discussion has focused on activity and sale activity rather than on post-sale activity. Today, however, more recognize the importance of retaining current customers. According to one report, by customer defections by only 5 percent, companies can
	improve anywhere from 25 to 85 percent. Unfortunately, most company systems fail to show the value of loyal
	customers. Thus, although much current marketing focuses on marketing mixes that will create sales and new
	customers, the firm's first line of defence lies in customer retention. Put the words and phrases in the correct order to complete the sentences Today, outstanding companies go all out their customers.





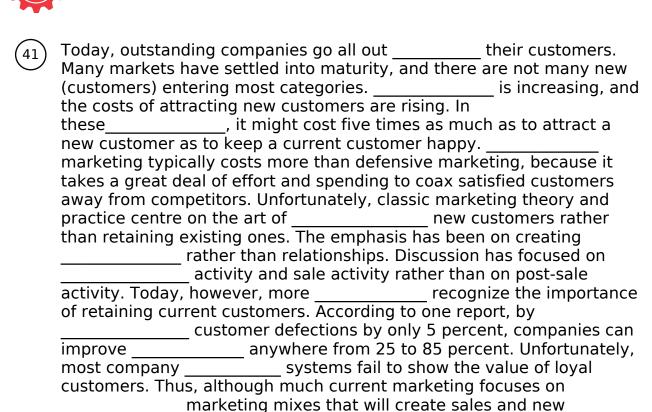


40)	Today, outstanding	companies go all out	their customers.
	Many markets have	settled into maturity, an	d there are not many new
	(customers) entering	g most categories	is increasing, and
	the costs of attracting	ig new customers are ris	ing. In
	these	, it might cost five times	as much as to attract a
	new customer as to	keep a current customer	⁻ happy
	marketing typically of	costs more than defensiv	e marketing, because it
	takes a great deal of	feffort and spending to o	coax satisfied customers
	away from competite	ors. Unfortunately, classi	ic marketing theory and
	practice centre on the	ne art of	_ new customers rather
	than retaining existing	ng ones. The emphasis h	nas been on creating
	rathe	er than relationships. Dis	cussion has focused on
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			_ recognize the importance
		customers. According to	
			5 percent, companies can
	improve	anywhere from 25 to	85 percent. Unfortunately,
		systems fail to sl	
		hough much current ma	
		ceting mixes that will cre	
	•		s in customer retention. Put
	•		complete the sentences
			d there are not many new
			is increasing, and the
	costs of attracting n	ew customers are rising.	









customers, the firm's first line of defence lies in customer retention. .

sentences In these , it might cost five times as much as to

Put the words and phrases in the correct order to complete the

attract a new customer as to keep a current customer happy.





42)	Today, outstanding companies go all out their customers. Many markets have settled into maturity, and there are not many new
	(customers) entering most categories is increasing, and
	the costs of attracting new customers are rising. In
	these , it might cost five times as much as to attract a
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43)	Today, outstanding companies go all out their customers.	
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	these, it might cost five times as much as to attract a	
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	of retaining current customers. According to one report, by	
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	mprove anywhere from 25 to 85 percent. Unfortunately	,
	most company systems fail to show the value of loyal	
	customers. Thus, although much current marketing focuses on	
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	of new customers rather than retaining existing ones.	









44)	Today, outstanding companies go all out	t their customers.
	Many markets have settled into maturity	
	(customers) entering most categories the costs of attracting new customers ar	is increasing, and
	the costs of attracting new customers ar	e rising. In
	these, it might cost five t	
	new customer as to keep a current custo	
	marketing typically costs more than defe	
	takes a great deal of effort and spending	
	away from competitors. Unfortunately, o	
	practice centre on the art of	
	than retaining existing ones. The empha	9
		. Discussion has focused on
		y rather than on post-sale
	activity. Today, however, more	
	of retaining current customers. According	
		only 5 percent, companies can
	improve anywhere from 2	5 to 85 percent. Unfortunately,
	most company systems fail	
	customers. Thus, although much current	
	marketing mixes that wil	
	customers, the firm's first line of defence	
	the words and phrases in the correct ord	
	The emphasis has been on creating	rather than relationships.









45)	Today, outstanding companies go all out	their customers.
	Many markets have settled into maturity, and t	here are not many new
	(customers) entering most categories the costs of attracting new customers are rising	is increasing, and
	the costs of attracting new customers are rising	g. In
	these, it might cost five times as	s much as to attract a
	new customer as to keep a current customer ha	арру
	marketing typically costs more than defensive	marketing, because it
	takes a great deal of effort and spending to coa	
	away from competitors. Unfortunately, classic i	
	practice centre on the art of r than retaining existing ones. The emphasis has	new customers rather
	rather than relationships. Discu	
	activity and sale activity rathe	
	activity. Today, however, more r	
	of retaining current customers. According to or	
	customer defections by only 5	
	improve anywhere from 25 to 85	percent. Unfortunately,
	most company systems fail to show	
	customers. Thus, although much current marke	_
	marketing mixes that will create	
	customers, the firm's first line of defence lies in	
	the words and phrases in the correct order to c	
	Discussion has focused on activi	ty and sale activity
	rather than on post-sale activity.	









46	Today, outstanding companies go all out	
	(customers) entering most categories the costs of attracting new customers are rising. Ir	<u></u>
	these, it might cost five times as m	uch as to attract a
	new customer as to keep a current customer happ	у
	marketing typically costs more than defensive man	_
	takes a great deal of effort and spending to coax s	
	away from competitors. Unfortunately, classic mar	
	practice centre on the art of new than retaining existing ones. The emphasis has be	customers rather
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	activity and sale activity rather th activity. Today, however, more reco	
	of retaining current customers. According to one re	
	customer defections by only 5 per	
	improve anywhere from 25 to 85 pe	
	most company systems fail to show th	ne value of loyal
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	retaining current customers.	

Telegram







47)	Today, outstanding companies go all out their customers.
	Many markets have settled into maturity, and there are not many new
	(customers) entering most categories is increasing, and the costs of attracting new customers are rising. In
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	the words and phrases in the correct order to complete the sentences
	According to one report, bycustomer defections by only 5
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Telegram





48)	Today, outstanding companies go	all out	_ their customers.
	Many markets have settled into m	aturity, and there	are not many new
	(customers) entering most catego the costs of attracting new custom	ries	is increasing, and
	the costs of attracting new custon	ners are rising. In	
	these, it might cost	: five times as muc	th as to attract a
	new customer as to keep a curren	t customer happy.	
	marketing typically costs more that	an defensive mark	eting, because it
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	practice centre on the art of		
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	rather than relatio	•	
		activity rather thar	
	activity. Today, however, more		
	of retaining current customers. Ac		
	customer defection		
	improve anywhere	from 25 to 85 perc	ent. Unfortunately,
	most company system		
	customers. Thus, although much of		
	marketing mixes t		
	customers, the firm's first line of c		
	the words and phrases in the corre	•	
	companies can improve	_anywnere from 25	to 85 percent.









49)	Today, outstanding companies go all out	their customers.
	Many markets have settled into maturity, and	
	(customers) entering most categories.	is increasing, and
	the costs of attracting new customers are risin	g. In
	these, it might cost five times a	s much as to attract a
	new customer as to keep a current customer h	appy
	marketing typically costs more than defensive	
	takes a great deal of effort and spending to co-	
	away from competitors. Unfortunately, classic	
	practice centre on the art of than retaining existing ones. The emphasis has	new customers rather
	rather than relationships. Discu	
	activity and sale activity rathe	
	activity. Today, however, morer	
	of retaining current customers. According to or	
	customer defections by only 5	percent, companies can
	improve anywhere from 25 to 8!	percent. Unfortunately,
	most company systems fail to sho	
	customers. Thus, although much current mark	_
	marketing mixes that will creat	
	customers, the firm's first line of defence lies in	
	the words and phrases in the correct order to d	
	Unfortunately, most company syst	tems fall to snow the
	value of loyal customers.	





50	Today, outstanding companies go all out their customers. Many markets have settled into maturity, and there are not many new (customers) entering most categories is increasing, and
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	the words and phrases in the correct order to complete the sentences
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	mixes that will create sales and new customers, the firm's first line of
	,



defence lies in customer retention.

