



DARIYA DZIUBA

## NEWSLETTER #6



# BUSINESS SUCCESS STORY

28/08/2009

### SOME CONDITIONS OF PARTICIPATION

You are welcome to join our "Business English Tips" group. In the group you will be able to communicate with other people who learn English. You will share your ideas about learning and also study something new. To make the participation more complete, I invite you to take part in the discussions and, of course, work on the newsletter during the two weeks you have.

#### Here are some tips of participation in the discussions:



Be polite



Answer the questions directly and post only relevant information



Check your post before sending it (please don't reply to the e-mails. Create a new message when answering the discussion question from your e-mail address)



Be understanding and accept other people's positions



Remember that we all study, so don't correct or laugh at any mistakes



Enjoy the opportunity you have

P.S. I will be very glad if you could tell other people about this newsletter. It's free, it's professional and it's about English. I'm sure that a lot of people will be glad to use this opportunity. To invite your friends join our newsletter, please, ask them to write to the following e-mail address: [info@enrucafe.com](mailto:info@enrucafe.com)

**BUSINESS SUCCESS STORY**

“Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma-which is living with the results of other people's thinking. Don't let the noise of others' opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.”  
**Steve Jobs**

Today we are going to speak about Steve Jobs. If you have never heard his name before, I am sure that the words Apple Computers and Mac are familiar for you. Steve Jobs had a difficult life but he finally made it, became a millionaire and a successful person due to his smart actions. Actually, that was the reason for my choosing him for this newsletter. Also we are going to touch the last part of the conditionals: mixed conditional sentences. Also you will learn how to complain via e-mails and how to conduct a small talk.

As usually, I hope it will help you practice your English language skills. Enjoy working on this newsletter. You will receive the next one in two weeks.  
 Good luck!

Dariya Dziuba

**GRAMMAR: Mixed Type of Conditional Sentences**

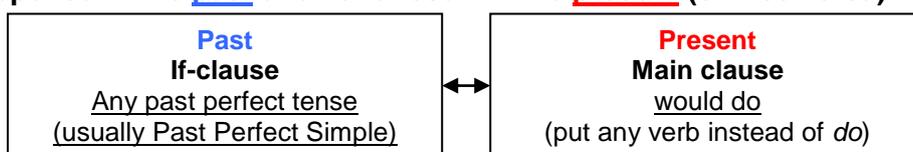
So, this is the last part of the conditionals we are going to cover. If you are interested in the conditional and you do not have the previous newsletters, you can download them from the Group website. This type of conditionals is studied only after you have studied all previous types because it is based on them.

**Conditional sentences: Mixed Type.**

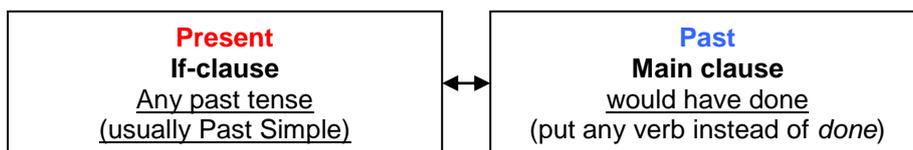
The mixed conditionals are called so because we use two different types of conditionals in one sentence. In other words, the time in the if-clause is not the same as the time in the main clause. Though many people consider this topic to be quite difficult, I hope it will be easy for you to understand after you study the examples below and do the exercise.

Use the **mixed conditionals** when you speak about some unreal actions:

- That happened in the **past** and have result in the **present** (or vice versa):

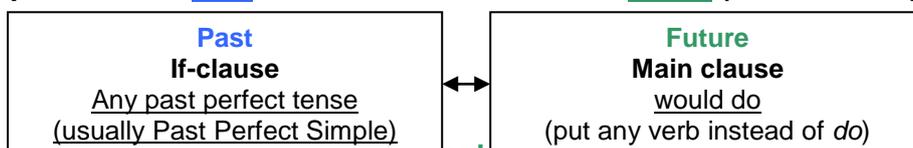


✓ If he **hadn't argued** with our client, we **would have** a new contract today.  
 (but he argued with a client and we are unable to make a deal today with that client)



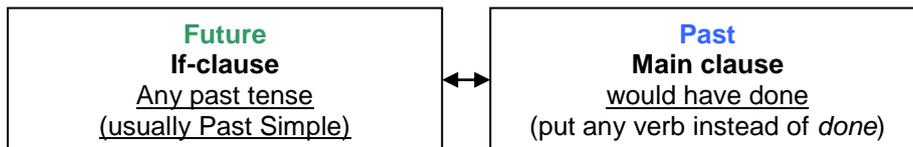
✓ If we **had** enough resources to organize a party, we **would have done** everything already.  
 (but we don't have enough resources at the moment and we have nothing prepared for the party)

- That happened in the **past** and will have result in the **future** (or vice versa):



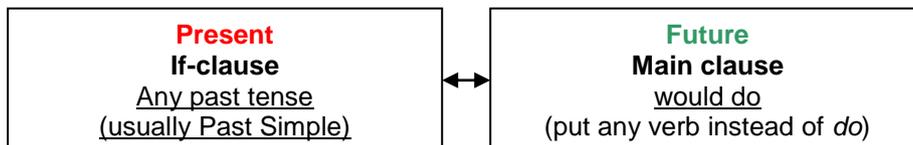
✓ If she **had invited** all the people, we **would be having** a conference tomorrow.

(but she failed to invite people and as a result – there won't be any conference in the future)

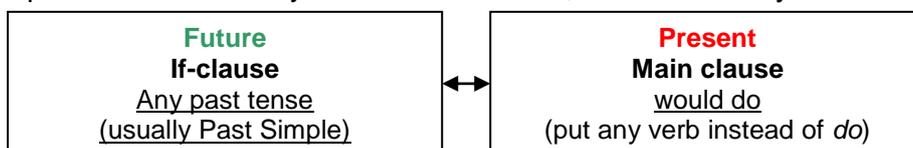


√ If he **didn't have** to work much, he **would have gone** out with his colleagues.  
(but he will have much work and that is why he couldn't go with his colleagues)

- That happen in the **present** and will have the result in the **future** (or vice versa):



√ If they **didn't open** a new subsidiary the next month, they **would be able** to use their money for other projects.  
(but they will open a new subsidiary the next month and, as a result, they can't use their money)



√ If he **didn't want** to work, he **wouldn't go** to the job interview the next week.  
(but he wants to work and that is why he will go to the job interview)

**Exercise. Put the verbs in the correct form.\***

- If I \_\_\_\_\_ (send) him a letter yesterday, I \_\_\_\_\_ (receive) an answer today.
- If she \_\_\_\_\_ (sign) a contract, we \_\_\_\_\_ (get) paid for our services.
- If we \_\_\_\_\_ (not, have) so many subsidiaries, we \_\_\_\_\_ (have) problems last month.
- If the car \_\_\_\_\_ (be) expensive, I \_\_\_\_\_ (not, be) able to buy it.
- If she \_\_\_\_\_ (not, have) so many things to do at the office, she \_\_\_\_\_ (join) us in Paris tomorrow.
- If they \_\_\_\_\_ (not, have) so many tangible assets, it \_\_\_\_\_ (be) difficult for them to receive any profit the next month.
- If she \_\_\_\_\_ (not, convince) us to invest money into the company, we \_\_\_\_\_ (be) using it for other ventures.
- If she \_\_\_\_\_ (not, negotiate) so effectively, she \_\_\_\_\_ (not, go) to train a new team in a month.
- If the company \_\_\_\_\_ (not, offer) me flexible working hours, I \_\_\_\_\_ (not, agree) to the job.
- If I \_\_\_\_\_ (be) going on my business trip next week, I \_\_\_\_\_ (accept) that new assignment at work.
- If she \_\_\_\_\_ (not, help) us out with the work, we \_\_\_\_\_ (not, ask) somebody else.
- If he \_\_\_\_\_ (not, like) his remuneration package, he \_\_\_\_\_ (not, agree) to take the position.
- If they \_\_\_\_\_ (start) their new project a month ago, half of it \_\_\_\_\_ (be completed) this month.
- If I \_\_\_\_\_ (want) to buy in bulk, I \_\_\_\_\_ (call) another company.
- If their company \_\_\_\_\_ (take) our firm over, the most of our staff \_\_\_\_\_ (be unemployed) now.

**HINTS ON E-MAIL WRITING: How to complain via e-mail**

When complaining via e-mail you might find these expressions useful:

- √ I'm sorry to have to say this but...

- √ I'm sorry to bother you, but...
- √ Maybe you forgot to...
- √ I think you might have forgotten to...
- √ Excuse me if I'm out of line, but...
- √ There may have been a misunderstanding about...
- √ Don't get me wrong, but I think we should...

(information taken from: <http://osdir.com/ml/education.english.belajar-english/2007-08/msg00003.html>)

When filling in any complain, keep these tips in mind:

- **Remain calm.** The person who can help didn't cause the problem.
- **Don't use an angry, threatening or sarcastic tone.**
- **State exactly what you want done about the problem.**
- **Document each step, and keep copies.**
- **Start with the seller first.** You can resolve many problems by calling a company's toll free number. Even on the phone, you should know the details of the complaint.
- **If that doesn't work, send a letter or e-mail to the manufacturer's national headquarters or consumer affairs office.** Some experts suggest that a letter is the most effective method for contacting a company. If e-mails and phone calls don't work, try the old fashioned way.
- **If the problem still isn't resolved, try your local consumer protection agency.**
- **If all else fails, consider hiring an attorney and taking the deal to court.**

(information taken from: [http://www.consumeraction.gov/caw\\_problems\\_sample\\_complaint.shtml](http://www.consumeraction.gov/caw_problems_sample_complaint.shtml))

When you complain about something via e-mail, follow these recommendations:

- **Write the person's name**, surname whatever is preferable at the beginning of your e-mail (use it if you know it; if you do not know any name, "Hello" or "Dear Sir or Madam" will be enough in this case). For example: "Dear Mr. Easterbrook", "Hello Roman", "Dear Ms. Ivanova", etc. Remember to present yourself.
- **Describe the situation and then explain what you want to be done about your problem.** This will explain the reason for your letter and will ensure that the company's manager you are writing to will read the letter thoroughly. Write in a more detail about the situation you are complaining about and then explain how you see this problem solved for you.
- **Close the letter.** Thank for their time and being helpful.
- **And remember:** some of the expressions, discussed in Newsletter #2, can be also useful here.

Consider the e-mail example below:

**To:**  
**From:**  
**Subject:** Complaint about the order delivery

Dear Mr. White,

Several weeks ago our company ordered twenty mobile phones and paid the bill for the order. Yesterday in the evening we received our order. However, we found out that you delivered us only half of the required amount.

We would be very grateful if you could consider this problem as soon as possible and send us the other half in the nearest future.

Thank you for your help.

Best regards,  
 Samuel D. Black  
 Director of Business Development

**Notes:** Pay attention at the letter structure:

- It has **greeting** (Dear Mr. Samuels)
- **Explanation of the situation** (starts with what you complain about)
- **The way you see the problem solved** (you state how it is possible to solve the situation)
- **Body** (selling some product/service)

- **Ending** (you thank for something, repeat again the topic of the letter and say good-bye)

### USEFUL EXPRESSIONS: Small Talk Phrases

Hi. How are you?

Fine; Great; Not bad; Terrific; Pretty good;

And you?

My name is...

Nice to meet you.

Nice to meet you too.

What was your name again?

Nice to see/hear you.

Nice to see/hear you too.

I'm sorry, I have to go./ I'm sorry, I've got to go.

I'm sorry, I have to make this phone call. Could you excuse me for a moment?

Well... anyway. It's good to see you – I'll let you go mingle. See you around.

Nice talking to you.

Nice talking to you too.

You are from Spain, right?

That's right.

Your name is George, right?

Not exactly, I'm Gerry.

Could you please repeat that?

Could you please speak more slowly?

How was your weekend?

Tell me more.

How/What about you?

Really?

Wow!

That's great!

Interesting.

That's too bad.

This is.../ Let me introduce...

Nice to meet you.

I think we met before...

That's right! Nice to see you.

(developed by a Californian teacher: Jennifer Herrin)

### TEXT TO READ AND THINK ABOUT *STEVE JOBS' INSPIRATIONAL STORY*

"When Steve Jobs was born February 24, 1955, in San Francisco, California, his unwed mother decided to put him for adoption because she wanted a girl. So in the middle of the night, his mother called a lawyer named Paul Jobs and said, "We have an unexpected baby boy; do you want him?"

His mother felt very strongly that he should be adopted by college graduates and when she found out that both his future parents had never graduated from colleges, she refused to sign the adoption papers. She only relented a few months later when his future parents promised that they would send Jobs to college.

#### **Jobs and Apple**

At 20, he and a friend (Steve Wozniak) started a company in a garage on April 1, 1976. Later that year, the duo debuted the Apple I at the



Homebrew Computer Club in Palo Alto, California. A local store offered to buy 50 machines and to finance the production, the duo had to sell their most expensive possessions. Jobs sold his Volkswagen van while Wozniak sold his Hewlett-Packard scientific calculator.

By 1982 however, his company sales sagged in the face of competition from IBM's new PC. Not wanting to dwell on these successive failures, they worked on a new machine called the Macintosh. Jobs was reported to have commandeered the project, ruthlessly pushing its computer engineers and flying a pirate flag above the building where the team worked.

By 1986 the Mac, which Jobs promised to be 'insanely great' was a huge success. After 10 years, starting from 2 kids working in a garage, Apple computer had grown into a \$2 billion dollar company with over 4000 employees. At 30 Jobs, however, was fired from the company he co-founded with Steve Wozniak. He left the company after losing a bitter battle over control with Apple's CEO John Sculley (whom Jobs had recruited from Pepsi Cola).

### After Apple

Apparently both have different views of how the company should be handled and in one meeting Sculley had told security analysts in a meeting that Jobs would have no role in the operations of the company "now or in the future." Jobs sold over \$20 million of his Apple stock, spent days bicycling along the beach, feeling sad and lost, toured Paris, and journeyed on to Italy. During the next five years he started two companies – NeXTStep and Pixar. NeXTStep which produces NeXT, \$9,995 cube-shaped workstation which aimed to create a workstation for research and higher, didn't do as well as Jobs had dreamed for. It did poorly and Jobs pulled the plug in 1993. Pixar, however was a success story. The company started the first computer-animated film, the Toy Story and when Pixar's stock went public, Jobs became an instant billionaire.



### Jobs, back with a vengeance



Meanwhile, his old company, Apple was under immense pressure from rival Microsoft and in 1996 posted billions of dollars in losses. In December 1996 Jobs convinced Apple to buy NeXT and make its software the foundation of the next-generation Mac OS. The technology he developed at NeXT became the catalyst of Apple's comeback. Initially appointed as Apple's adviser, Steve Jobs was named Apple's interim CEO in 1997. Under his leadership, Apple returned to profitability and introduced innovations such as the iPod, iPhone and other inventions.

The information taken from: <http://www.my-inspirational-quotes.com/inspirational-stories/steve-jobs-inspirational-story/>

### VOCABULARY TO THE TEXT

1. **unwed** (adjective) - unmarried
2. **adoption** (noun) – to include somebody else's child into the family
3. **relent** (verb) - to soften in feeling
4. **debut** (verb) – to appear first in the public
5. **sag** (verb) – to fall down
6. **dwell on** (verb) - emphasize
7. **successive** (adjective) - following another in a regular sequence
8. **ruthlessly** (adverb) - cruel; merciless
9. **apparently** (adverb) - obviously
10. **handle** (verb) - to manage, deal with
11. **workstation** (noun) - a computer terminal
12. **instant** (adjective) - succeeding without any interval of time
13. **with a vengeance** (idiom) – greatly, extremely
14. **meanwhile** (adverb) - at the same time
15. **immense** (adjective) – huge, vast
16. **rival** (adjective) - competitive
17. **convince** (verb) – make sure
18. **appoint** (verb) – to assign to a position
19. **interim** (adjective) - temporary

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**\*Answers to the exercises.**

**Exercise.**

1. If I had sent him a letter yesterday, I would receive an answer today.
2. If she had signed a contract, we would get paid for our services.
3. If we didn't have so many subsidiaries, we would have had problems last month.
4. If the car were expensive, I wouldn't have been able to buy it.
5. If she didn't have so many things to do at the office, she would join us in Paris tomorrow.
6. If they didn't have so many tangible assets, it would be difficult for them to receive any profit the next month.
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15. If their company had taken our firm over, the most of our staff would be unemployed now.

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**A<sup>2</sup>**