

Writing

Focus also got the contracts for the perfume and the restaurant chain. Write an e-mail (90 to 100 words) from the marketing manager at ONE of these two companies to Anne Fontaine, discussing the initial results of the campaign (good or bad), giving reasons for this success or failure.

7 Cultures

Modals of advice, obligation and necessity

Look at this advice for businesspeople about moving from the UK to another country. Choose the correct alternative from the brackets.

- 1 Visitors (*must / don't have to*) register with the police within one week of arriving. Anyone who does not can be fined \$1,000.
- 2 It is very difficult to find somewhere to live. You will probably (*must / have to*) live in a hotel for the first few weeks while you find somewhere.
- 3 UK citizens (*mustn't / don't have to*) register at the British Consulate but doing so will help the consul to assist you if you get into trouble.
- 4 You (*shouldn't / must*) carry your passport with you at all times. The police carry out frequent spot checks.
- 5 Visitors and residents (*don't have to / mustn't*) go near military installations, especially when carrying a camera. You (*mustn't / should*) photograph military aircraft or warships.
- 6 You (*must / don't have to*) be very careful when driving. The roads are extremely dangerous.
- 7 Street crime is very rare, but you (*should / shouldn't*) be aware at all times of what is going on around you.
- 8 You (*should / shouldn't*) learn some common expressions in the local language. Very few people outside the capital speak English.

Writing

You move to the country mentioned in the previous exercise. You are Marketing Manager for a consumer goods company. A colleague in your home country is going to join you to work with you in the same country. Write an e-mail (about 250 words) to them to give advice about the cultural dos and taboos in the areas of:

- timing
- greetings and polite conversation
- business cards
- smoking
- gifts
- entertaining at home and out