

SCHEDE DI INGLESE

(INSERIRE ALL'INTERNO DEL LAVORO DI RICERCA E DI PROGETTO, LA LETTERA COMMERCIALE ED ALMENO UN'ARGOMENTO A SCELTA)

COME SCRIVERE UNA LETTERA COMMERCIALE IN INGLESE

The layout of BUSINESS LETTERS

The Business letters are a sort of company visiting card. The most frequently used layout of business letters is the block style, where all elements are aligned with the left-hand margin, except the heading, which is usually centred.

The Heading

The heading is the part of a business letter that contains the name of the firm sending the letter, it is usually printed on the letter paper and contains information about the firm, logo, name, style, full address, telephone, telex, fax numbers, e-mail addresses and web site.

The Date

The date states the day when the letter was written and is usually placed just under the heading, either on the right or on the left.

In British English, the standard date is formed by the ordinal number of the day, the name of the month, a comma and the full year in numerals. so the date on the left.

Uses this form: 9th December, 1902 = the ninth of December, nineteen – o - two

In American English, the standard date is formed by the month written out in full, the cardinal number of the day, a comma and the full year in numerals.

Uses this form: December 9, 1902 = December the ninth, nineteen – o – two

The Reference Line

This is not always present in business letter. Its most common form is represented by the initials of the person who wrote the letter in capital letters, and the initials of the person who typed the letter in small letters.

The Inside Address

The inside address is always present in a business letter, as it states the name and address of the company you are writing to. There are three cases:

1. the name of the firm is made up of proper names, or the letter is addressed to a single person;
2. the name of the firm does not include proper names;
3. the firm is a company limited by shares.

1. In the first case, you will use a courtesy title:

- Mr., if the addressee is a man;
- Mrs., if the addressee is a married woman;
- Miss, if the addressee is an unmarried woman;
- Ms., if the addressee is a woman, whose marital status is not known.

If the company name is made of two or more proper names, you will use:

- Messrs, it is used as the plural form of Mr.

2. In the second case you will use *The* in front of the name.

Examples: The chamber of Commerce

3. In the third case you will simply copy the name of the company.

Examples: Brookstone Co. Ltd

The Attention Line

This is not always present in a business letter and you will place it just below the inside address.

The Salutation

The salutation is always present in business letters and it is placed under the inside address. The salutation differs according to whom the letter is addressed and has different forms in British English and American English. All the words forming the salutation are written with an initial capital letter.

Addressee	British English	American English
The letter is addressed to a single person, whose name is not known.	Dear Sir/Madame	Dear Sir/Madame
The letter is addressed to a single person, whose name is known.	Dear Mr. Brown Dear Miss Brown	Dear Mr. Brown Dear Miss Brown
The letter is addressed to more than one person, a company, an authority/agency.	Dear Sir	Gentlemen

The body of the letter

The body of the letter contains the reason for the letter. The body usually consists of three parts:

1. (first): introduction;
2. (second): object;
3. conclusion.

The complimentary close

Is always present in a business letter, as it is a form of courtesy to end the letter.

The signature

Is always present in a business letter, as it states the person who wrote, or dictated.

Sample Letter (Esempio)

Our company (la nostra azienda)

Euro Latticini S.R.L.
Via dei Datteri 25 90100 PALERMO
Tel: 09154784 Fax: 09154783
Email: euro@latticini.com

October 23, 2006 **Date (data della lettera)**

Receiving company (l'azienda ricevente)

Fred Flintstone
Sales Manager
Cheese Specialists Inc.
456 Rubble Road
Rockville, IL

The Attention Line (oggetto)

Order confirmation

The Start or the salutation (inizio)

Dear Mr Flintstone:

The Reason for Writing , Or the body of the letter (corpo della lettera)

With reference to our telephone conversation today, I am writing to confirm your order for: 120 x Cheddar Deluxe Ref. No. 856

The order will be shipped within three days via UPS and should arrive at your store in about 10 days.

Please contact us again if we can help in any way.

The Finish The complimentary close, (Saluti finali)

Yours sincerely,

Signature (firma)

Dott Laurenti Ignazio
Rappresentante Legale Euro Latticini S.R.L.

ARGOMENTI

- Speaking on the phone and telephone language (Come parlare al Telefono)

Here are some typical phrases that you can use in a telephone conversation.

Answering the phone (come rispondere al Telefono)

- Hello? (informal)
- Thank you for calling Boyz Autobody. Jody speaking. How can I help you?
- Doctor's office.

Introducing yourself (come presentarsi)

- Hey George. It's Lisa calling. (informal)
- Hello, this is Julie Madison calling.
- Hi, it's Gerry from the dentist's office here.
- This is she.*
- Speaking.*

*The person answering says this if the caller does not recognize their voice.

Asking to speak with someone (chiedere di parlare con qualcuno)

- Is Fred in? (informal)
- Is Jackson there, please? (informal)
- Can I talk to your sister? (informal)
- May I speak with Mr. Green, please?
- Would the doctor be in/available?

Connecting someone (come trasferire una chiamata)

- Just a sec. I'll get him. (informal)
- Hang on one second. (informal)
- Please hold and I'll put you through to his office.
- One moment please.
- All of our operators are busy at this time. Please hold for the next available person.

Making special requests (fare richieste speciali)

- Could you please repeat that?
- Would you mind spelling that for me?
- Could you speak up a little please?
- Can you speak a little slower please. My English isn't very strong.
- Can you call me back? I think we have a bad connection.
- Can you please hold for a minute? I have another call.

Taking a message for someone (prendere un messaggio)

- Sammy's not in. Who's this? (informal)
- I'm sorry, Lisa's not here at the moment. Can I ask who's calling?
- I'm afraid he's stepped out. Would you like to leave a message?
- He's on lunch right now. Who's calling please?
- He's busy right now. Can you call again later?
- I'll let him know you called.
- I'll make sure she gets the message.

Leaving a message with someone (lasciare un messaggio)	<ul style="list-style-type: none"> • Yes, can you tell him his wife called, please. • No, that's okay, I'll call back later. • Yes, it's James from CompInc. here. When do you expect her back in the office? • Thanks, could you ask him to call Brian when he gets in? • Do you have a pen handy. I don't think he has my number. • Thanks. My number is 222-3456, extension 12.
Confirming information (confermare un'informazione)	<ul style="list-style-type: none"> • Okay, I've got it all down. • Let me repeat that just to make sure. • Did you say 555 Charles St.? • You said your name was John, right? • I'll make sure he gets the message.
Listening to an answering machine (ascoltare una segreteria telefonica)	<ul style="list-style-type: none"> • Hello. You've reached 222-6789. Please leave a detailed message after the beep. Thank you. • Hi, this is Elizabeth. I'm sorry I'm not available to take your call at this time. Leave me a message and I'll get back to you as soon as I can. • Thank you for calling Dr. Mindin's office. Our hours are 9am-5pm, Monday-Friday. Please call back during these hours, or leave a message after the tone. If this is an emergency please call the hospital at 333-7896.
Leaving a message on an answering machine (lasciare un messaggio su una segreteria telefonica)	<ul style="list-style-type: none"> • Hey Mikako. It's Yuka. Call me! (informal) • Hello, this is Ricardo calling for Luke. Could you please return my call as soon as possible. My number is 334-5689. Thank you. • Hello Maxwell. This is Marina from the doctor's office calling. I just wanted to let you know that you're due for a check-up this month. Please give us a ring/buzz whenever it's convenient.
Finishing a conversation (terminare una conversazione)	<ul style="list-style-type: none"> • Thanks for calling. Bye for now. • I have another call coming through. I better run. • I'm afraid that's my other line. • I'll talk to you again soon. Bye

Module 1 "From Old To New Economy"

- The New Economy

New Economy was a term coined in late 1990s by pundits to describe what some thought was an evolution of the United States and other developed countries from an industrial/manufacturing-based wealth producing economy into a service sector asset based economy from globalization and

currency manipulation by governments and their central banks. At the time, some analysts claimed that this change in the economic structure of the United States had created a state of permanent steady growth, low unemployment, and immunity to boom and bust macroeconomic cycles. Furthermore, they believed that the change rendered obsolete many business practices. When the stock market bubble burst, analysts soon realized they had been wrong. While many of the more exuberant predictions proved to be wrong, some pundits continue to use the term *New Economy* to describe contemporary developments in business and the economy.

Module 2 "The New Company"

- Marketing

Marketing is a societal process which discerns consumers' wants, focusing on a product or service to fulfill those wants, attempting to move the consumers toward the products or services offered. Marketing is fundamental to any businesses growth. The marketing teams (marketers) are tasked to create consumer awareness of the products or services through marketing techniques. Unless it pays due attention to its products and services and consumers' demographics and desires, a business will not usually prosper over time. Marketing tends to be seen as a creative industry, which includes advertising, distribution and selling. It is also concerned with anticipating the customers' future needs and wants, which are often discovered through market research. Essentially, marketing is the process of creating or directing an organization to be successful in selling a product or service that people not only desire, but are willing to buy. Therefore good marketing must be able to create a "proposition" or set of benefits for the end customer that delivers value through products or services.

Its specialist areas include:

- advertising and branding
- communications
- database marketing
- direct Marketing
- event organization
- global marketing
- international marketing
- internet marketing
- industrial marketing
- market research
- public relations
- retailing
- search engine marketing
- marketing strategy
- marketing plan
- strategic management

- Advertising

Advertising is a form of communication whose purpose is to inform potential customers about products and services and how to obtain and use them. Many advertisements are also designed to generate increased consumption of those products and services through the creation and reinforcement of brand image and brand loyalty. For these purposes advertisements often contain both factual information and persuasive messages. Every major medium is used to deliver these

messages, including: television, radio, movies, magazines, newspapers, video games, the Internet (see Internet advertising), and billboards. Advertising is often placed by an advertising agency on behalf of a company. Advertisements can also be seen on the seats of grocery carts, on the walls of an airport walkway, on the sides of buses, heard in telephone hold messages and in-store public address systems. Advertisements are usually placed anywhere an audience can easily and/or frequently access visuals and/or audio and print. Organizations which frequently spend large sums of money on advertising but do not strictly sell a product or service to the general public include: political parties, interest groups, religion-supporting organizations, and militaries looking for new recruits.

Module 3 "The New Media"

The Internet

The **Internet** is a worldwide, publicly accessible series of interconnected computer networks that transmit data by packet switching using the standard Internet Protocol (IP). It is a "network of networks" that consists of millions of smaller domestic, academic, business, and government networks, which together carry various information and services, such as electronic mail, online chat, file transfer, and the interlinked web pages and other resources of the World Wide Web (WWW). The Internet and the World Wide Web are not synonymous. The Internet is a collection of interconnected *computer networks*, linked by copper wires, fiber-optic cables, wireless connections, etc. In contrast, the Web is a collection of interconnected documents and other *resources*, linked by hyperlinks and URLs. The World Wide Web is one of the services accessible via the Internet, along with various others including e-mail, file sharing, online gaming and others described below.

E-mail

Electronic mail (abbreviated "e-mail" or, often, "mail") is a method of composing, sending, storing, and receiving messages over electronic communication systems.

Origins of e-mail

E-mail started in 1965 as a way for multiple users of a time-sharing mainframe computer to communicate. E-mail was quickly extended to become *network e-mail*, allowing users to pass messages between different computers. The messages could be transferred between users on different computers by at least 1966. The ARPANET computer network made a large contribution to the development of e-mail. There is one report which indicates experimental inter-system e-mail transfers on it shortly after its creation, in 1969. Ray Tomlinson initiated the use of the @ sign to separate the names of the user and their machine in 1971. The ARPANET significantly increased the popularity of e-mail.

How Internet e-mail works

Internet e-mail messages consist of two major sections:

- Header -- Structured into fields such as summary, sender, receiver, and other information about the e-mail
- Body -- The message itself as unstructured text; sometimes containing a signature block at the end

The header is separated from the body by a blank line.

Internet e-mail header

The message header consists of fields, usually including at least the following:

1. From: The e-mail address, and optionally name, of the sender of the message
2. To: The e-mail address[es], and optionally name[s], of the receiver[s] of the message
3. Subject: A brief summary of the contents of the message
4. Date: The local time and date when the message was originally sent

Other common header fields include:

1. Cc: carbon copy
2. Bcc: Blind Carbon Copy
3. Received: Tracking information generated by mail servers that have previously handled a message
4. Content-Type: Information about how the message has to be displayed, usually a MIME type

The usefulness of e-mail is being threatened by three phenomena: spamming, phishing and e-mail worms. Spamming is unsolicited commercial e-mail. E-mail worms use e-mail as a way of replicating themselves into vulnerable computers and infecting them.

Module 4 "E-commerce"

What is e-commerce?

Electronic commerce, commonly known as **e-commerce** or **eCommerce**, consists of the buying and selling of products or services over electronic systems such as the Internet and other computer networks. The amount of trade conducted electronically has grown extraordinarily since the spread of the Internet. A wide variety of commerce is conducted in this way, spurring and drawing on innovations in electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web at least at some point in the transaction's lifecycle, although it can encompass a wider range of technologies such as e-mail as well. A small percentage of electronic commerce is conducted entirely electronically for virtual items such as access to premium content on a website, but most electronic commerce involves the transportation of physical items in some way. Online retailers are sometimes known as **e-tailers** and online retail is sometimes known as e-tail. Almost all big retailers have electronic commerce presence on the World Wide Web. Electronic commerce that is conducted between businesses is referred to as Business-to-business or B2B. B2B can be open to all interested parties (e.g. commodity exchange) or limited to specific, pre-qualified participants (private electronic market). Electronic commerce is generally considered to be the sales aspect of e-business. It also consists of the exchange of data to facilitate the financing and payment aspects of the business transactions.

Business Applications

Some common applications related to electronic commerce are:

- E-mail and messaging
- Documents, spreadsheets, database
- Accounting and finance systems

- Orders and shipment information
- Enterprise and client information reporting
- Domestic and international payment systems

Transport services

Transport or **transportation** is the movement of people and goods from one place to another. The term is derived from the Latin *trans* ("across") and *portare* ("to carry"). Industries which have the business of providing equipment, actual transport, transport of people or goods and services used in transport of goods or people make up a large broad and important sector of most national economies, and are collectively referred to as **transport industries**.

Aspects of transport

The field of transport has several aspects: loosely they can be divided into a triad of infrastructure, vehicles, and operations. Infrastructure includes the transport networks (roads, railways, airways, waterways, canals, pipelines, etc.) that are used, as well as the nodes or terminals (such as airports, railway stations, bus stations and seaports). The vehicles generally ride on the networks, such as automobiles, bicycles, buses, trains, aircraft. The operations deal with the way the vehicles are operated on the network and the procedures set for this purpose including the legal environment (Laws, Codes, Regulations, etc.) Policies, such as how to finance the system (for example, the use of tolls or gasoline taxes) may be considered part of the operations.

Broadly speaking, the design of networks are the world's future. Domains of civil engineering and urban planning, the design of vehicles of mechanical engineering and specialized subfields such as nautical engineering and aerospace engineering, and the operations are usually specialized, though might appropriately belong to operations research or systems engineering. The main means of transport are: Animal-powered transport, Air transport, Rail, Road transport, Ship transport

Transport and communications

Transport and communication are both substitutes and complements. Though it might be possible that sufficiently advanced communication could substitute for transport, one could telegraph, telephone, fax, or email a customer rather than visiting them in person, it has been found that those modes of communication in fact generate more total interactions, including interpersonal interactions. The growth in transport would be impossible without communication, which is vital for advanced transportation systems, from railroads which want to run trains in two directions on a single track, to air traffic control which requires knowing the location of aircraft in the sky. Thus, it has been found that the increase of one generally leads to more of the other.

Transport documents

They are used to:

- accompany the transport of goods from one country to another country
- serve as both a receipt for the consignment of goods and a contract of carriage between the sender and the carrier
- are kept a copy by consignee, consignor and carrier
- INTERNATIONAL ROAD CONSIGNMENT
- is filled in by carrier of road consignment of goods

- contains
- name and addresses of consignee, consignor and carrier
- description of goods
- date and place of departure
- carriage charges
- RAILWAY CONSIGNMENT NOTE
- stating that goods have been entrusted to the rail authorised

- is issued at a local railway station

- contains:
 - name and addresses of consignee, consignor and both station
 - description of cargo
 - carriage charges
 - BILL OF LADING
- is contract between an exporter and a shipping company

- contains
 - details about shipment
 - parties involved

- cover see transport

- a combined b/l includes road transport

- serves as
 - document declaring who is the legal owner of the goods
 - receipt for the goods, confirming that they have been loaded and also what condition they are in

- types
 - clean when the carrier states that the goods were received in good condition
 - foul when the carrier states that the goods were not received in good condition
- AIR WAYBILL
- is a consignment note for goods transported by air

Module 5 "The New Finance"

- The Euro

The **euro** (currency sign: € banking code: **EUR**) is the official currency of the European Union (EU), used in 15 member states, known collectively as the Eurozone (Austria, Belgium, Cyprus, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, Malta, the Netherlands, Portugal, Slovenia, Spain). It is also used in 9 other countries around the world, 7 of those being in Europe. Hence it is the single currency for over 320 million Europeans. Including areas using currencies pegged to the euro, the euro directly affects close to 500 million people worldwide. With more than €610 billion in circulation as of December 2006 (equivalent to US\$802 billion at the exchange rates at the time), the euro is the currency with the highest combined value of cash in circulation in the world, having surpassed the U.S. dollar. The euro was introduced to world financial markets as an accounting currency in 1999 and launched as physical coins and banknotes on 1 January 2002. It replaced the former European Currency Unit (ECU) at a ratio of 1:1. The euro is managed and administered by the Frankfurt-based European Central Bank (ECB) and the Eurosystem (composed of the central banks of the euro zone countries). As an independent central bank, the ECB has sole authority to set monetary policy. The Eurosystem participates in the printing, minting and distribution of notes and coins in all member states, and the operation of the Eurozone payment systems. While all European Union (EU) member states are eligible to join if they comply with certain monetary requirements,

not all EU members have chosen to adopt the currency. All nations that have joined the EU since the 1993 implementation of the Maastricht Treaty have pledged to adopt the euro in due course. Maastricht obliged current members to join the euro; however, the United Kingdom and Denmark negotiated exemptions from that requirement for themselves. Sweden turned down the euro in a 2003 referendum, and has circumvented the requirement to join the euro area by not meeting the membership criteria. In addition, three European microstates (Vatican City, Monaco, and San Marino), although not EU members, have adopted the euro due to currency unions with member states. Andorra, Montenegro, and Kosovo have adopted the euro unilaterally, while not being EU members either.

Letter of credit

A letter of credit is a document issued mostly by a financial institution which usually provides an irrevocable payment undertaking (it can also be revocable, confirmed, unconfirmed, transferable or others e.g. back to back: revolving but is most commonly irrevocable/confirmed) to a beneficiary against complying documents as stated in the Letter of Credit. Letter of Credit is abbreviated as an LC or L/C, and often is referred to as a documentary credit, abbreviated as DC or D/C, documentary letter of credit, or simply as credit (as in the UCP 500 and UCP 600). Once the beneficiary or a presenting bank acting on its behalf, makes a presentation to the issuing bank or confirming bank, if any, within the expiry date of the LC, comprising documents complying with the terms and conditions of the LC, the applicable UCP and international standard banking practice, the issuing bank or confirming bank, if any, is obliged to honour irrespective of any instructions from the applicant to the contrary. In other words, the obligation to honour (usually payment) is shifted from the applicant to the issuing bank or confirming bank, if any. Non-banks can also issue letters of credit however parties must balance potential risks. The LC can also be the source of payment for a transaction, meaning that an exporter will get paid by redeeming the letter of credit. Letters of credit are used nowadays primarily in international trade transactions of significant value, for deals between a supplier in one country and a wholesale customer in another. They are also used in the land development process to ensure that approved public facilities (streets, sidewalks, stormwater ponds, etc.) will be built. The parties to a letter of credit are usually a beneficiary who is to receive the money, the issuing bank of whom the applicant is a client, and the advising bank of whom the beneficiary is a client. Almost all letters of credit are irrevocable, i.e., cannot be amended or canceled without prior agreement of the beneficiary, the issuing bank and the confirming bank, if any. In executing a transaction, letters of credit incorporate functions common to giros and Traveler's cheques. Typically, the documents a beneficiary has to present in order to avail himself of the credit, are commercial invoice, bill of lading, insurance documents. However, the list and form of documents is open to imagination and negotiation and might contain requirements to present documents issued by a neutral third party evidencing the quality of the goods shipped.

Module 6 "The New World of Work"

The British and American Governments

THE BRITISH SYSTEM

Britain is a parliamentary democracy with a constitutional monarch. At first only rich people were represented in parliament but, during the 19TH century, the right to vote was gradually extended to all men and then, in 1928, to women too. Britain does not have a written constitution. The division of power is based on laws and traditions which have developed over the centuries.

- The queen is the head of the state and a symbol of national unity but she has no control over the policies of the government.
- Parliament is responsible for making the laws and for giving authority to the decisions of the government. The main institution of parliament is the House of Commons, which has 659 members. Britain is divided into 659 constituencies where in each the different political parties propose their candidates. The people vote and the candidate who wins most votes becomes a

member. The House of Commons control the action of the government and decide on new laws. The other institution is the House of Lords, which has over 1000 members. They are not elected: some of them are hereditary peers, other are life peers and then there are senior bishops and senior judges. This chamber has little power; its main purpose is to reconsider bills which have been passed by the Commons. They cannot reject them. The senior judges are the final court of appeal of the British judicial system.

- The prime minister is the leader of the party with most members in the House of Commons. The party with the second largest number is recognised as the official opposition. The government remains in power as long as it has the support of a majority; after five years, however, there must be a new general election.
- Cities and counties have their own local governments, called councils. They are responsible for administering public services and they collect local tax but their powers are very limited. Britain has a very centralised system of government. People living in Scotland and also in Wales, are demanding more control over their own affairs. Northern Ireland had its own parliament but it was closed down because of the conflict between the two communities living there, the Unionist and the Nationalist.
- The labour party developed as a socialist party with close connections to the trade unions. It was in power between 1945 and 1951 when it established the National Health service and other welfare state institutions and also nationalized a number of important industries bringing them under state control. In 1990s especially under the leadership of Tony Blair the party modernized its image and policies, making it more attractive to middle class voters.
- The conservative party is a centre-right party which traditionally wins support from the middle class and business interests. When it came to power under the leadership of Margaret Thatcher in 1979 the party became more radically right-wing and reversed many of socialist policies of previous governments. The Conservatives introduced policies in favour of private enterprises and the free market and also tried to reduce taxes.
- The liberal democrats are politically in the centre and are supporters of the European Union.

THE AMERICAN SYSTEM

The USA is a federal republic consisting of 50 states and district of Columbia, where the Capital city Washington is located. The system of government is divided in three branches: the executive, the legislative and the judicial. Power is carefully balanced between three branches so that no single institutions dominates.

- The president is the head of the executive branch and has many important powers. He represents the country abroad, he can send military on mission and he appoints all important officials, including the members of the cabinet. He is elected by the people every four years, the election is national but the candidates contest each state separately.
- Congress, the legislative branch, makes the laws of the country. It consists of two houses, the Senate and the House of Representatives. Senators are 100, they serve six-year terms and there are two from each state regardless of its size and population. Every two years a third of the seats come up for election. Representatives are elected from state congressional districts which all have about the same number of people. They are re-elected every two years. Every new law must have the approval of both houses as well as the signature of the president.
- The supreme court, the head of the judicial branch, defends and interprets the US constitution. Its function is to check that actions by the president and laws passed by congress or state legislatures are constitutional. It consists of nine judges who are appointed by the president with the Senate's approval.
- Each of 50 states has its own constitution and its own system of government which is similar to the national one. Under the constitution the states have considerable powers of self-government. They can each make their own laws affecting social services. Moreover, each state is divided into counties and cities, which have their own local government responsible for administering schools, hospitals, police forces, etc...

- Since 1850s, American politics have been dominated by two big competing parties, the Democrats and the Republicans. Although Republicans are generally more conservatives than democrats, both have liberal and conservatives wings. Traditionally Democrats are more in favour of a larger role for government in solving the country's economic and social problems and in protecting American's civil and political rights. Republicans tend to be more socially conservatives, and they support strong national defence. In general they are against interference in national life by the federal government.

Sin dal 1850 la politica Americana è stata dominata da due grandi partiti opposti: i repubblicani e i democratici. Per tradizione i democratici sono a favore di un maggiore ruolo del governo per la soluzione dei problemi economico-sociali e per la protezione dei diritti civili e politici dei cittadini. I repubblicani tendono ad essere più conservatori, sono a favore di una forte difesa nazionale. Sono generalmente contrari all'interferenza nella vita nazionale del governo federale.

- Economics

Economics is the social science that studies the production, distribution, and consumption of goods and services. The term *economics* comes from the Greek for *oikos* (house) and *nomos* (custom or law), hence "rules of the house(hold).

A definition that captures much of modern economics is that of Lionel Robbins in a 1932 essay: "the science which studies human behaviour as a relationship between ends and scarce means which have alternative uses."^[2] Scarcity means that available resources are insufficient to satisfy all wants and needs. Absent scarcity and alternative uses of available resources, there is no economic problem. The subject thus defined involves the study of choices as they are affected by incentives and resources.

Areas of economics may be divided or classified into various types, including:

microeconomics and macroeconomics

positive economics ("what is") and normative economics ("what ought to be")

mainstream economics and heterodox economics

fields and broader categories within economics.

One of the uses of economics is to explain how economies, as economic systems, work and what the relations are between economic players (agents) in the larger society. Methods of economic analysis have been increasingly applied to fields that involve people (officials included) making choices in a social context, such as crime,^[3] education,^[4] the family, health, law, politics, religion,^[5] social institutions, and war.^[6]

- Import and Export

Export

In economics, an **export** is any good or commodity, transported from one country to another country in a legitimate fashion, typically for use in trade. Export is an important part of international trade. Its counterpart is import. Export goods or services are provided to foreign consumers by domestic producers. Export of commercial quantities of goods normally requires involvement of the Customs authorities in both the country of export and the country of import. The advent of small trades over the internet such as through Amazon, e-Bay and the like, have

largely by-passed the involvement of Customs in many countries due to the low individual values of these trades. Nonetheless these small exports are still subject to legal restrictions applied by the country of export, particularly in respect of strategic export limitations.

Import

In economics, an **import** is any good or commodity, brought into one country from another country in a legitimate fashion, typically for use in trade. Import goods or services are provided to domestic consumers by foreign producers. Import of commercial quantities of goods normally requires involvement of the Customs authorities in both the country of import and the country of export. Finally absorption, or domestic spendings, include both domestically produced and imported goods and services. When a nation increases its domestic spendings, the imports are naturally following the increase, therefore the plus sign. The real exchange rate, σ , is a nation's competitiveness towards other nations since it is the relative price of goods produced at home compared to goods produced abroad. When the real exchange rate increases foreign goods become less expensive and imports then increase.

- Trade

Trade is the voluntary exchange of goods, services, or both. Trade is also called commerce. A mechanism that allows trade is called a market. Trade originated with the start of communication in prehistoric times. Trading was the main facility of prehistoric people, who bartered goods and services from each other before the innovation of the modern day currency. Peter Watson dates the history of long-distance commerce from circa 150,000 years ago. Modern traders instead generally negotiate through a medium of exchange, such as money. As a result, **buying** can be separated from **selling**, or earning. The invention of money (and later credit, paper money and non-physical money) greatly simplified and promoted trade. Trade between two traders is called bilateral trade, while trade between more than two traders is called multilateral trade. Trade exists for many reasons. Due to specialisation and division of labor, most people concentrate on a small aspect of production, trading for other products. Trade exists between regions because different regions have a comparative advantage in the production of some tradable commodity, or because different regions' size allows for the benefits of mass production. As such, trade at market prices between locations benefits both locations. Trading can also refer to the action performed by traders and other market agents in the financial markets.

- What is Business English?

Business English is English especially related to international trade. It is a specialism within English language learning and teaching; for example, the teachers' organisation IATEFL has a special interest group called BESIG [1]. Many non-native English speakers study the subject with the goal of doing business with English-speaking countries, or with companies located outside the Anglosphere but which nonetheless use English as a shared language or lingua franca. Much of the English communication that takes place within business circles the world over occurs between non-native speakers. In cases such as these the object of the exercise is efficient and effective communication. The strict rules of grammar are in such cases sometimes ignored, when, for example, a stressed negotiator's only goal is to reach an agreement as quickly as possible^[1]. (See linguist Braj Kachru's theory of the "expanding circle".)

Business English means different things to different people. For some, it focuses on vocabulary and topics used in the worlds of business, trade, finance, and international relations. For others it refers to the communication skills used in the workplace, and focuses on the language and skills needed for typical business communication such as presentations, negotiations, meetings, small talk, socializing, correspondence, report writing, and so on. In both of these cases it can be taught to native speakers of English, for example, high school students preparing to enter the job market. It can also be a form of international English. It is possible to study Business English at college and university; institutes around the world have on offer courses (modules) in BE, which can even lead to a degree in the subject. The City and Guilds of London Institute offer International Business English examinations.