

Chapter 2

The Job Application

Outline

1. Job application letters
2. Resume writing
3. Reading: Information, Please

Main Ideas

1. A job application letter states the position sought, emphasizes education and work background, and asks for an interview.
2. A resume is a written summary of abilities, accomplishments, and work history.
3. Reading and understanding a passage on "Information, Please" will enhance your reading comprehension skills.

Objectives

Students will be able to

1. write an appealing job application letter,
2. write an inclusive resume, and
3. practice reading skills and use business vocabulary effectively.

Everyday big businesses receive thousands of application letters from which they can choose suitable candidates. To be able to get selected for an interview, you need to write attractive and effective application letters. Word choice and correct grammar as well as the overall neatness of your letter appearance count.

1. Job application letters

A job application letter or a cover letter accompanies the resume to be sent to a prospective employer. A company may receive thousands of application letters when there are some openings. It is therefore advisable that you write an attractive cover letter which should not exceed one page. Moreover, your application letter must be readable and direct to the point. Remember, the concept of "Time is money" prevails in business. Your cover letter should stand out from the rest and invite the reader to call you for an interview.

A job application letter gives you an additional opportunity to sell yourself. It should state your qualifications, educational background and skills as well as show to the prospective employer how these correspond with those required for the job. The organizational pattern can be divided into three paragraphs: opening, body and ending.

1. The opening

The opening or the first paragraph is an introduction to identify yourself, the position you seek and the source of the information for the job.

It should state the following:

- the reason (s) of your writing,
- the source of information for the job, and
- your most important and relevant qualifications for the job.

The following are examples of the opening:

- *I would like to apply for the position of executive secretary advertised in the January 12 edition of the **Daily Express**.*
- *I am applying for the sound engineer position you advertised in the August 26 edition of the **Independent**.*

If you have any personal link to the company, or someone such as an instructor or a friend who told you of a job opening, state that fact as well. It will not hurt to ask for that person's permission first.

- *Diane Stetson, instructor at Gainesville Community College, suggested I contact you about the lab technician position available at Goodwill, Inc.*
- James Parker of Arkansas International told me a new factory outlet was opening in Delaware.
- John Askins, Marketing Manager at Talahassee Superstores, who has employed me for the past two summers as a part-time inventory clerk, suggested that I apply for the position of inventory officer at Talahassee Superstores advertised in the 25 May issue of **the New York Times**. I will receive my B.A. in marketing from Florida State University in June 2

The second part of the first paragraph states your strongest points or your main qualifications for the job.

- I have five years' experience as a personnel manager for a subsidiary of a finance consultant institution.
- In addition to my course work (see attached resume), I have practical experience in counseling from working part-time for the past two years as a peer counselor in the University's Study Skills Center.

- I am a recent graduate of the University of North Texas, with a degree in Political Science.
- I have been an executive secretary for the last ten years.

2. The Body

The body emphasizes education and work background. It should summarize your academic work, professional experience, and other skills that qualify you to function in the job advertised. To show your interest in the company, state your knowledge about it in the opening sentence.

- Because Goodwill, Inc. is well known for its computer expertise, you are seeking employees who are experienced in creating programs.
- Since NBC is reliable in its accuracy and immediacy as professional news agency, you are looking for employees who have strong background in mass communication skills.

When describing work experience, make sure that it does not describe your desire for a job. Your description should indicate how your experience will benefit your employer. In other words, it should tell your employer what you can do for the company.

- I am a highly motivated self-starter with three years' experience as a secretary to the Personnel Manager. My work experience includes writing circulation letters, replying to customers' letters, developing promotional brochures and flyers, taking minutes and producing the company's annual report.

3. The Ending

This third paragraph states your intention for an interview and your availability. The ending should be only two or three sentences long. You may suggest a date for the interview, or use a more open-ended approach.

- I hope to meet with you when you are conducting interviews at the University Job Fair.
- I would like to schedule an interview to discuss further the possibilities of our working together. I can be reached at 02-9159155 after 5 p.m. during the week.
- I am available during August, and would be glad to meet you for an interview to discuss ways I might contribute to your marketing department.

In order to create interest in you as an applicant, it is highly advisable that you write with your reader's interest in mind. Emphasize the reader's needs, not the writer's.

- ✗ I have always wanted to work in television network.
- ✓ I look forward to discussing with you regarding ways I might contribute to NBC's outstanding work in television business.

Make your letter positive, avoid creating negative remarks.

- ✗ I am not good in writing, but I have a solid background in computer software.
- ✓ I have a solid computer software background, and have also taken two courses in which I wrote business reports.

The following are some examples of application letters.

A.

78 Ramkhamhaeng Road
 Bangkapi, Bangkok 10240
 1 June 2 . . .

Mr. James Richardson, Director
 Sunrise Hospital
 481 Sukhumvit Road
 Bangkok 11100

Dear Mr.Richardson:

I am applying for the administrative assistant position advertised on 30 May in **the Bangkok Post**. I am skilled on Word and Excel, detail-oriented, and able to work in team.

With three years of experience as an administrative assistant in the marketing department of Jack in the Box, Inc., I know the importance of meeting deadlines and being meticulous with details. I am well organized with administrative experience such as supervising and providing in-house training.

I am certain that my expertise will highly benefit Sunrise Hospital, and I would enjoy discussing my qualifications and your needs in person. Please contact me at 02-7878787 after 1:00 p.m. to schedule for an interview.

Sincerely yours,

Weerawan Sodsai

B.

378/4 Ekamai

North khlongton, Wattana

Bangkok 10110

7 July 2 . . .

Ms.Laura Becks

Personnel Manager

World Solutions, Inc.

2230 Ramkhamhaeng 24 Road

Bangkapi, Bangkok 10240

Dear Ms.Becks:

I am applying for the administrative assistant position advertised on 5 July in **the Nation**. I have extensive experience in secretarial functions and have been trained in the use of computers and word processing.

My last five years have been spent as an administrative assistant to an executive vice president. Some of my responsibilities have included designing brochures and flyers for promotional campaigns. Although the enclosed resume states some of my skills, it does not show my willingness to work, ability to learn quickly, and desire to succeed.

I would welcome the opportunity to discuss with you in person about what contribution

I could give to World Solutions, Inc. I can be reached at 02-7187887 after 3:00 p.m.

Sincerely,

Rawiwan Tanapat

C.

82 Soi Prachatipok 2
Prachatipok Road
Wat Kallaya, Bangkok 10600
3 February 2 . . .

Mr.Peter Miller
Alpine Associates
18 Soi Ekamai
Sukhumwit 63

Wattana District, Bangkok 10110

Dear Mr.Miller:

I would like to be considered as a candidate for the assistant computer programmer position advertised in **the Bangkok Post** on 2 February.

I am currently finishing my degree in Computer Science at Ramkhamhaeng University. I have taken every computer course offered at the university and have a solid background in computer languages. In addition, I have supplemented my education with business courses. For the past three years I have worked part-time at Comp for All, Inc., where I have gained experience in sales and inventory control. I also designed the company's promotional flyers.

I am certain that the solid computer background and my experience will be beneficial to your company. I would appreciate an opportunity to discuss with you in details about my contribution to serve the company's objectives. I can be contacted at 01-8171478.

Sincerely yours,

Tanachai Saengsida

D.

15 Queens Boulevard
Bayside, New York 11202
10 May 2 . . .

Ms.Mathilda Janson
Neptune Getaway, Inc.
251 Industrial Avenue

Mahwah, NJ 07430

Dear Ms. Janson:

This month I completed a three-year course in Hospitality Industry at the Jacksonville Business Institute, and my advisor, Mr. Melvyn Snieder, suggested I apply to you for a position of assistant travel agent.

My enclosed resume indicates that I have taken courses in all hospitality services. I have participated in workshops concerning telephone etiquettes. In addition, I have had extensive practice in ticketing and reservations.

I would very much like to put my skills to work for Neptune Getaway, Inc. I am available for an interview Monday through Friday. You can reach me at 02-786-0659.

Yours sincerely,

Diana Jones

Before sending a cover letter or an application letter, you should check whether your letter exceeds one page or not. The appearance of the letter must be with attractive layout printed on a high quality bond paper. Spelling, grammar and punctuation that are correct indicate your carefulness with your work. The three paragraphs must be divided according to their content. The first one covers the reasons for your writing, your qualifications, and the source of information. The second one should mention your knowledge about the company as well as your expertise and experience that will benefit the company's needs. The last paragraph should indicate your availability for an interview. Overall, your application letter should invite the

reader to meet you. The chance for an interview will open up an opportunity for the prospectus employer to know and to learn more about you in person.

Activity 1A

Complete Pamela Simpson's application letter using the following words.

contact afforded familiar relocate possibility
qualifications suggested interview enclosing valuable

78 Marsh Lane
Dallas, TX 76222
17 November 2 . . .

Sarah Forbes
Personnel Manager
Kate Supplies, Inc.
Newark, New Jersey 72106

Dear Ms. Forbes:

Dan Nicolson of your Finance Department 1. _____ that I contact you to explore the 2. _____ of joining your company in a position of sales manager. I am 3. _____ my resume for your consideration.

Several years as sales supervisor at RS International have 4. _____ me communication skills that would prove highly 5. _____ to an industry leader such as Kate Supplies. I am willing to 6. _____ and, through my experience establishing a sales office in Denton, I am 7. _____ with the southern market.

I would be happy to travel to Newark for an 8. _____ and will call you at the end of the month. Please feel free to 9. _____ me before then should you have any questions about my 10. _____.

Sincerely,

Pamela Simpson

Activity 1B

Complete Rachel Wilson's letter of application using the following words.

matches	advertised	command	contact	notice
apply	discuss	involved	welcome	employed

82 Peach Lane

Hattiesburg, Mississippi 34741

10 February 2 . . .

Mr. James Bushman

The Personnel Manager

APS Corporation

134 Davidson Street

Aurora, Colorado 80707

Dear Mr. Bushman:

I am writing to 1. _____ for the position of executive secretary which was 2. _____ in the Herald Tribune on 8 February.

I am presently 3. _____ by a non-profit organization as a secretary to the President. I would 4. _____ the chance to work at APS Corporation and as you will 5. _____ on my enclosed resume, the job you are offering 6. _____ both my personal and professional interests.

My work experience has prompted me with office procedures 7. _____ in secretarial duties. I am certain that my five-year experience will be beneficial to APS. In addition, I have good 8. _____ of both English and French.

I would be pleased to 9. _____ my qualifications with you in more detail at an interview. Please do not hesitate to 10. _____ me if you require further information.

I look forward to hearing from you.

Sincerely,

Rachel Wilson

2. Resume writing

A resume is a written summary of abilities, accomplishments, and work history. It is sometimes called a data sheet or a vita. It should give an outline of your qualifications, background and experiences. An attractive resume usually invites an interview. In other words, to be successful in getting an interview, your resume must look professional since it gives the first impression to a prospectus employer.

A professional resume should be well organized, preferably on one page. It must be neat in appearance, attractive to the eye and printed with a laser printer on bond paper. Design the resume so that the information does not look crowded on the page by using wide margins, double spacing, or indentations.

The information contained on your resume must be accurate and complete. It should emphasise strengths and accomplishments and show that you are qualified for the job advertised. It should demonstrate excellent writing skills, with perfect grammar, spelling, and punctuation.

The following components should be included:

1. Heading
2. Job or career objective
3. Work experience
4. Education

1. Heading

The heading includes your name, complete address, and home or work telephone numbers.

Following are some examples of resume headings.

Nicole Goodman
58 Willow Lane
San Rafael, CA 94903
415-975-4975

Soraya Tangtanachai
761 Terddamri Road
Dusit, Bangkok 10300

Weerachai Saiyai
563 Sukhumwit Road
Bangkok 10110

David Fawks
27 Olive Road
Singapore 298264

Urai Jaemsai ● 19/69 Yupayong House, Haumark Bangapi, Bangkok 1024 ● Tel.02-318-7816

Peter Stevens ● 97 Queens Boulevard, Bayside, NY 11202 ● (212) 764-8178

2. Job or career objective

It is advisable that the job objective be included to create the favorable impression that you are a well-directed, motivated person. Also, it indicates that you have gone through a thorough self-analysis and know what you want in your career.

The job objective is immediately after the heading and states a job title. The objectives may be flexible as in a general statement.

The following are some possible job objectives:

- Administrative assistant to the president
- Legal secretary for a law firm specializing in litigation
- Computer programmer in the software industry
- Marketing researcher in automobile industry
- Records management specialist for a manufacturing firm
- An entry level position in the travel industry
- To obtain a position as an executive secretary with a large corporation
- Sales Management: a position using experience in sales and supervision

3. Work experience

Experience is the heart of the resume. It should be listed in reverse chronological order, with the most recent job first. This will show your growth and development in your career. Work experience can also be listed according to job functions which will describe your responsibilities over the years.

The resume needs to have clear description that emphasizes your accomplishments. Avoid using vague phrases such as "worked as accountant" or "responsible for" Use action verbs to describe your accomplishments.

The following is a list of action verbs:

accumulated	evaluated	processed
analyzed	examined	produced
applied	filed	purchased
assessed	generated	recommended
assisted	hired	represented
billed	implemented	researched
calculated	initiated	reviewed
collected	installed	saved
composed	instructed	scheduled
conducted	interpreted	supervised
consulted	maintained	trained
controlled	managed	wrote
coordinated	monitored	
cooperated	ordered	
created	organized	
designed	orientated	
developed	performed	
diagnosed	planned	
directed	prepared	
	presented	

4. Education

List the schools you have attended in reverse chronological order. The date should be included if a degree was earned recently.

List of the degrees may be as follows:

The Hong Kong Polytechnic University, Kowloon, Hong Kong
Bachelor's Degree in Engineering

Rikkyo University, Tokyo, Japan
Master's Degree in Business Administration

Louisiana State University, Baton Rouge, LA
Bachelor's Degree in English

The University of Waikato, Hamilton, New Zealand
Master's Degree in Political Science

The University of Salford, Salford, United Kingdom
Bachelor's Degree in Arts

The Ohio State University, Columbus, OH
Associate Degree in Business Office Technology

Ramkhamhaeng University, Bangkok
Bachelor's Degree in Economics

In case you have not earned a degree, list the institution and courses relevant to the prospective job. Include seminars and job training as well as professional certification.

The following are some examples:

University of North Texas, Denton, TX

Completed courses include: Statistics in Business, Business Law,
Accounting I and II, PowerPoint Presentation, and Public Speaking

Rutgers University, Rutgers, New Jersey

Will receive a Bachelor of Arts degree in Mass Communication, April
2 . . . Achieved a 3.5 grade point (out of 4.0)

University of Virginia, Charlottesville, Virginia

Completed 20 hours graduate work in Computer Science

Attended Certified Professional Secretary (CPS) Seminar, January 2 . . . ,
Berne, Indiana

If your highest education is a high school level, give that information. The
year of graduation is not necessary. The examples are below.

Graduated from Gainsville High School, Gainsville, TX

Graduated from Saipanya School, Bangkok

Examples of resume are below:

A. A reverse chronological resume

<p>George Handerson 16 Farmers Gourt, Deakin Canberra, Australia (612) 6285-3037</p>	
<p>Objective</p>	<p>To secure a position of personnel manager offering responsibility, growth, and interaction with people.</p>

Experience

1997 – present

Happiness Hotel, Deakin, Canberra

Personnel Manager

- Hire, train, supervise, and evaluate an office staff of twenty.
- Monitor and control budget of \$100,000 yearly.
- Direct the development of quality assurance projects.
- Assist in planning and organizing annual meetings, workshops, and conferences.
- Research and recommend systems to maintain office productivity.
- Conduct training sessions on new products, equipment, and software.

1990 – 1997

Assistant Personnel Manager

- Prepared monthly reports on personnel information
- Completed end-of-year bonus plan
- Trained new staff about personnel systems

Education

University of Texas, Austin, TX

Degree: Bachelor in Arts

Major: English

Special courses: Management, Power Point Program, and
Public Relations

Wipa Rujanee ● 84 Moo 5, Bang Chang, Ampawa, Samutsongkram 75110 ●
034 725412

Career Objective: To obtain a position as an executive secretary with a large corporation

Work Experience:

June 1999 - present	Secretary, the Falcon Press. 378/1 Ladprao 94, Wangthonglang, Bangkok 10112 Typed, filed, billed, answered telephones, and scheduled appointments, etc.
January 1996 – June 1999	Receptionist, Johnson Dental Clinic, 275 Seri Road, Hau Mark, Bangkok, Bangkok 10240

Education:

Ramkhamhaeng University, Bangkok

Degree: Bachelor of Arts

Major: English

Special training: Microsoft Word 2000, Public Relations Strategies, and Personnel Management

Special Skills:

Typing – 70 w.p.m.

Languages – Spanish and German

Computers – IBM WordPerfect, Microsoft Word, Macintosh for Publishing

RMP International

Sales Representative

Denton, Texas

1995 – 1999

- Conducted sales throughout the southern part of the US
- Participated in product 8. _____
- Trained for planning 9. _____

EDUCATION

University of North Texas

B.A. Economics

Denton, Texas

1995

MISCELLANEOUS

- Fluent in Japanese
- Willing to travel or 10. _____

Activity 2 B

Fill in the blank with appropriate words from the following list.

promotional experience communicating word skills
pressure customers office scheduling software

Rachel Wilson ● 786 Terrace Avenue, Mahwah, NJ 07430 ● (201) 755-4429

Objective Office Assistant

QUALIFICATIONS

- Three years' 1. _____ in office environment; familiar with
2. _____ procedures
- Experience in using 3. _____ processing, excel and desktop
publishing 4. _____
- Extensive communication 5. _____, receptive and
understanding

- Able to work well under 6. _____

EXPERIENCE

- 2001 – present Thompson Automobile, Columbus, OH
Secretary: Duties include 7. _____ with customers by telephone and 8. _____ appointments, organizing meetings, typing correspondence and distributing brochures, processing mail and maintaining mailing lists.
- 1998 – 2001 The Maryland Press, Baltimore, MD
Office assistant: Duties included contacting customers regarding 9. _____ campaigns. Handled office work and provided lists of new products to 10. _____

EDUCATION

Currently attending New Jersey Community College, Mahwah, NJ Working toward Administrative Secretary Certificate

3. Reading: Information, Please

Pre-reading Activities

1. What kind of cosmetics do you buy and what are your favorite brands?
2. Where do you usually buy your cosmetics and toiletries?
3. On average, how much do you spend per month on cosmetic products?
4. What kind of animal products do cosmetics contain?
5. What do you know about The Body Shop?

Information, Please

Appealing to the hyped-out customer

A sense of electricity and passion is not, in fact, the first thing that hits you when you walk into a Body Shop. It's the smell. A wave of exotic **aromas** greets you at the door and draws you in. The shop itself is bright and airy, very orderly, but with a whimsical touch. Along the walls are neat rows of products with names like Rhassoul Mud Shampoo, White Grape Skin Tonic, and Peppermint Foot Lotion. What's odd is the packaging. It is almost all quite plain. Indeed, one whole side of the shop is covered with rows of shampoos and lotions in identical plastic bottles with black caps and green labels.



What's odder still is that no one seems to want to sell you this stuff. The salespeople are pleasant enough and quite knowledgeable about the products, but if you want advice, you have to ask for it. Nor will you find any photographs of beautiful models or promises about the miraculous benefits of using this or that cosmetic.

There is, on the other hand, plenty of information. Containers have clear, factual explanations of what's inside and what it's good for. On the shelves are notecards with stories about the products or their ingredients. There are stacks of pamphlets with such titles as "Animal Testing and Cosmetics" and "What Is Natural?"



In a corner is a huge reference book called *The Product Information Manual*, providing background on everything The Body Shop sells. In some shops there's even a television set playing a video at low volume about, say, the company's manufacturing operation or one of its causes.

All of this is, of course, deliberate. In an industry built around selling fantasy, The Body Shop prides itself on selling "well-being." As a matter of stated principle, it pledges "to sell cosmetics with the minimum of hype and packaging" and "to promote health rather than glamour, reality rather than the dubious promise of instant rejuvenation." As for the shops, they are designed to be self-service, though not in the

usual sense. Salespeople are expected to be able to answer any questions they might get, but they are trained *not* to be forceful with customers. In a similar spirit, the company refrains from advertising its products. Anita says she'd be embarrassed to spend a lot of money on ads for deodorant and skin lotion.

These policies reflect more than Anita's personal feelings and beliefs, however. They form the basis of the company's marketing strategy. That strategy begins with the



premise that standard marketing techniques are increasingly ineffective. Consumers are hyped out. They have been over-marketed.

The constant noise of advertising and promotion has grown so loud they can no longer tell one pitch from another. Meanwhile, they are becoming more cynical about the whole process. They have heard too many half-truths, or untruths, from companies trying to move their products. It doesn't matter if your particular company has wonderful products and is absolutely truthful in its marketing. Consumers have reached the point where they mistrust whatever they hear from anyone with something to sell.

All of which poses an enormous marketing challenge. How does a company cut through that cynicism and establish credibility with customers?

That's where the information comes in. The Body Shop establishes credibility with its customers by educating them. It tells them everything there is to know about its products: where they come from, how they're made, what's in them, how they're tested, and what they can be used for. It does all this, moreover, with a light touch, using anecdotes, humor, videos, and bright graphics. Few customers suspect they're in a classroom, but that doesn't keep them from learning.



Suppose, for example, that a customer is concerned about safety, as well she might be in buying a product that is applied to the skin. In this case, safety is intimately connected to product development. Most major cosmetics companies develop their products in laboratories. They must then test each product's safety by

conducting extensive experiments on animals. The Body Shop, on the other hand, develops its products from ingredients that either are natural or have been used by humans for decades, if not centuries. Through brochures in the shops, it explains to customers in great detail not only what it does, but what it doesn't do -- including animal testing. It reinforces the point by marking each container "Not Tested on Animals." It thus turns a basic consumer issue -- safety -- into a powerful tool for differentiating its products.

Similarly, The Body Shop uses information about ingredients to differentiate its products. The label on the Rhassoul Mud Shampoo, for example, notes that it is



made from "a traditional Moroccan Mud from the Atlas Mountains . . . which has astringent and toning properties." To find such ingredients,

Anita travels to the ends of the earth. Several times a year she visits remote areas of Third World countries, where she observes local customs and talks with native people about their methods of skin and hair care. The ideas she gets are **incorporated into** Body Shop products. Not coincidentally, her trips also produce the information that is used to educate customers in the shops.

All of this information has a cumulative effect. Customers get the message that they can find out anything they care to know about the way the company does business. They can also learn about other cultures, about environmental issues, about social problems -- the teaching just won't quit.

"I've just taken what every good teacher knows," says Anita, who is herself a former teacher. "You try to make your classroom an exciting place. When I taught history, I would put brilliant graphics all around the room and play music of the period we were studying. Kids could just get up, walk around, and make notes from the presentation. It took me months to get it right, but it was stunning. Now, I'm doing the same thing. There is education in the shops. There are anecdotes right on the products, and anecdotes adhere. So I've really gone back to what I know how to do well."

As a marketing strategy, moreover, the approach is extremely effective. It cuts through the cynicism of consumers. It clearly differentiates the company from its major competitors. And it creates significant problems for would-be copycats, who can't easily duplicate the level of information that The Body Shop offers. In short, it provides all of the classic marketing benefits that **conventional** techniques are increasingly incapable of delivering.

More to the point, it does all that by *humanizing* the company. Customers feel that they are buying from a company whose values and business practices they *know*.



The effect is to create a loyalty that goes beyond branding. Customers actively promote the company and its products to their friends, and this word of mouth fuels growth. Meanwhile, The Body Shop has yet to spend a dime (or a shilling) on advertising. Indeed, it does not even have a marketing department -- in an industry that is as marketing intensive as any on the face of the earth.

So what happens to the money that would ordinarily be spent on marketing? As it turns out, a large part of it is used to do for employees exactly what the company does for its customers.

Glossary

1. whimsical = unusual and slightly playful, and done without any strong reason or purpose (in a way that may be amusing or annoying)
e.g. Although his actions could be quite **whimsical**, as far as his career was concerned he was quite sensible.
2. row = a line of things, people etc. arranged next to each other
e.g. a **row** of houses / books / plants / chairs / people
3. plain = not decorated in any way / without anything added
e.g. She wore a **plain** white dress.
e.g. The catalogue arrived in a **plain** white envelope.
4. odd = strange
e.g. Her brother is a little bit **odd**.
e.g. That was an **odd** thing to say. What do you think he meant?
5. identical = exactly the same
e.g. They are **identical** twins.
e.g. The test was **identical** to the one he gave last semester.
6. stuff = (here) things / objects
e.g. I've got so much **stuff** I don't know how I'm going to move it all.
7. ingredient = a food or substance that is used in the preparation of other foods or substances
e.g. Shrimp is one of the main **ingredients** in *tom yam kung*.

- e.g. Hard work in one of the main **ingredients** in a successful career.
8. **stack** = a pile / a large amount of
e.g. There was a **stack** of books in the corner.
e.g. I have **stacks** of work to do.
9. **deliberate** = intentional or planned
e.g. He told a **deliberate** lie.
e.g. The attack was a **deliberate** attempt to harm the peace process.
10. **pride oneself on s.t.** = value a certain skill or quality that you have
e.g. The PM **prides himself on** his CEO style of government.
11. **pledge** = promise
e.g. The government **pledged** to solve the drug problem.
e.g. He **pledged** / **made a pledge** to give up alcohol.
12. **hype** = a way of making something or someone sound very important or exciting by attracting a lot of public attention
e.g. Linking Saddam to terrorism was just a lot of **hype**.
e.g. After all the media **hype**, the concert turned out to be rather disappointing.
13. **glamour** = the special attraction of a person, place or activity

- e.g. A lot of young women are attracted by a career in modeling because of its **glamour**.
14. dubious = thought to be not completely true or not to be trusted
e.g. The government made the rather **dubious** claim that there was no bird flu in Thailand.
15. rejuvenation = to make someone look or feel young and energetic again
e.g. Most spas promise their customers a sense of **rejuvenation**.
16. refrain from s.t. = not do
e.g. Please **refrain from** smoking while I'm around.
17. reflect = to show, express, or be a sign of something
e.g. His success was **reflected** by the many awards he received.
e.g. Her expression **reflected** the inner sadness she felt.
18. premise = an idea or theory on which a statement or action is based
e.g. The US Constitution is based on the **premise** that all men are born equal.
e.g. The basic **premise** of their philosophy is that everyone should be allowed to do as they please.
19. hyped out = tired or fed up with all the false promises made by advertisers etc.

- e.g. He was sick of all the ads on TV and their exaggerated claims; he was completely **hyped out**.
20. pitch = a speech or act which tries to persuade someone to buy something or do something
e.g. The salesman made a **pitch** regarding the necessity for good life insurance.
21. cynical = disapproving / having a negative view of things or people
e.g. People are rather **cynical** about US intentions in Iraq.
22. move = (here) to sell
e.g. They have all these products but they can't **move** them.
23. pose = cause (esp. a problem or difficulty)
e.g. Drugs **represent** a real danger to society.
24. credibility = the ability to be believed or trusted
e.g. His **credibility** with the public was damaged by lying to the media over WMDs.
25. anecdote = a short, often amusing story
e.g. He told lots of **anecdotes** about his travels in South America.
26. intimately = closely
e.g. The dam issue is **intimately** connected with the need to generate more electricity.

27. extensive = wide / covering a wide range
e.g. His knowledge of Thai history and culture is fairly **extensive**.
28. decade = a period of ten years
e.g. The **decade** started out quite well for Thai business, but between 1997 and 1999, the Thai economy wasn't doing so well.
29. reinforce = strengthen / make stronger
e.g. The teacher always **reinforced** her explanation with plenty of examples.
30. differentiate = show or find the difference between (things which are compared)
e.g. It's hard to **differentiate** between all these songs; they all sound alike.
31. astringent = causing the skin to tighten so that the flow of blood or other liquids stops
e.g. There have been **astrigent** attacks on the UN for its failure to act in crises such as Darfur.
32. toning = (here) making the skin firmer, stronger and better-looking
e.g. This is a special lotion for **toning** the skin.
33. properties = qualities or characteristics
e.g. Garlic is said to have wonderful medicinal **properties**.

34. coincidentally = by coincidence / by accident / by chance
e.g. **Coincidentally**, the calls consisted entirely of women.
35. cumulative = gradually increasing (by one addition after another)
e.g. The **cumulative** effect of using chemicals on farmland could be disastrous.
36. stunning = amazing
e.g. She is **stunningly** beautiful.
37. adhere = stick firmly
e.g. The police need to **adhere** strictly to the rule of law.
38. duplicate = copy
e.g. Other scientists tried to **duplicate** his experiments, but without any success.
39. would-be = if you say that someone is a would-be , it means that he or she would like to be / wants to be that thing
e.g. She's a **would-be** actress.
e.g. "Academy Fantasy" was a program for young, **would-be** entertainers.
40. copycats = people who copy others and who lack their own ideas and do the same as someone else
e.g. Sheila's friends always tried to buy the same clothes as her; they were all **copycats**.

41. classic = traditional, but always in fashion
e.g. That apartment building is a **classic** example of a building in which cheap materials were used and safety concerns ignored.
42. loyalty = firm support or friendship
e.g. He expects complete **loyalty** from the members of his party.
43. word of mouth = If something becomes known by word of mouth, it is spread through personal conversation / recommendation, rather than through advertising
e.g. The school is so famous that it doesn't need to advertise; parents learn about it through **word of mouth**.
44. fuel = increase / cause to increase
e.g. American actions in Iraq are **fuelling** terrorism rather than reducing it.
45. turn out = happen, result in the end
e.g. The project began badly, but it **turned out** well in the end.

Activity 3 A

Vocabulary Quiz: Fill in the blank in the sentences below with words from the following list. Make whatever grammatical changes necessary.

identical	plain	ingredients	deliberate	pledge
dubious	pose	premise	extensive	adhere
aroma	conventional	loyalty	odd	reflect

1. Drugs _____ a serious problem to society as a whole.
2. There was the _____ of home-made apple pie in the air.
3. His knowledge of Thai history was fairly _____; in fact, he knew more than most Thais.
4. He could not tell the real dollar bill and the fake one apart; they were nearly _____.
5. Lemon grass is one of the _____ in this dish.
6. The booklet arrived in a _____ white envelope, without any markings.
7. In the clinic, the young drug addicts _____ before the Buddha never to take drugs again.
8. The crash was no accident; it was a _____ attempt to kill him.
9. According to _____ thinking, wealth generated by a manufacturing economy will eventually benefit even the poor.
10. The police found it _____ that he had not reported the theft of his gun earlier.
11. The countrywide celebrations _____ the love of the Thai people for their king.
12. The Minister made the _____ claim that there was no bird flu in Thailand.
13. The United States was founded on the _____ that all men are born equal.
14. The authorities should _____ not only to the rule of the law, but to its spirit as well.

15. Manufacturers try to create brand _____ by providing their customers with first-rate service.

Animal ingredients in cosmetics

1. Ambergris

From a whales' intestines -- used in perfume

2. Carmine / Cochineal

Red color from a female cochineal beetle – cosmetics, shampoos

3. Emu oil – used in cosmetics and creams

4. Fish scales – make-up / lipstick nail polish

5. Musk – perfume

6. Placenta (Afterbirth) – used in skin creams, shampoos and masks

7. Shark liver oil – used in cosmetics, soaps, hairspray, conditioners, deodorants, creams etc.

8. Spermaceti (a waxy oil from the head of the sperm whale or from porpoises) – used in moisturizers, skin creams, shampoos

9. Sea turtle oil – used in soap, skin creams, nail creams

10. Urea -- used in deodorants, hand creams, lotions, shampoos etc.

Activity 3 B

Choose the best answer.

1. What does the word "aromas" (paragraph 1, line 2) mean _____.
1. odors 2. sights 3. assistants 4. sweet smells
2. What does the word "It" (paragraph 1, line 2) refer to _____.
1. A sense of electricity
2. The passion behind Body Shop's philosophy
3. The layout of Body Shop itself
4. What first strikes the customer

3. What is the main purpose of paragraph one?
 1. To describe the packaging the Body Shop uses
 2. To describe the philosophy behind the Body Shop
 3. To describe a typical Body Shop outlet
 4. To describe the smell of a typical Body Shop
4. Which of the following is NOT true of paragraphs two and three?
 1. There is no traditional advertising in the Body Shop.
 2. The Body Shop stresses information above advertising.
 3. Body Shop sales staff is not particularly helpful.
 4. A visit to the Body Shop is an educational experience.
5. Which of the following is NOT true of paragraph four?
 1. The Body Shop is in the business of selling fantasy.
 2. The Body Shop keeps advertising and packaging to a minimum.
 3. The Body Shop promotes health rather than beauty.
 4. The Body Shop's approach to sales is no accident.
6. Which of the following is true of The Body Shop's approach?
 1. In no way does The Body Shop resemble a classroom.
 2. The Body Shop's promotional material is rather heavy.
 3. There are few customers who actually learn something in The Body Shop.
 4. It communicates information to its customers in an entertaining way.
7. The phrase "incorporated into" (paragraph 9, lines 8) is closest in meaning to _____.
 1. included in
 2. shared by
 3. co-operated with
 4. purchased by
8. The purpose of paragraph 9 is to _____.
 1. describe Anita Roddick's social and political views
 2. explain the background to Anita's approach to education

3. show the interaction of graphics and music and their impact
 4. show what is wrong with traditional approaches to education
9. Which of the following is NOT true of the Body Shop's marketing strategy?
1. It appeals to customers who are mistrustful of hype.
 2. It distinguishes its products from those of its competitors.
 3. It makes it hard for competitors, who are unable to copy its approach.
 4. It is incapable of providing all the usual, old-fashioned marketing benefits.
10. The word "conventional" (paragraph 12, line 5) is closest in meaning to _____.
1. ancient
 2. usual
 3. approving
 4. commercial
11. Why, according to paragraph five, are standard marketing techniques increasingly ineffective?
12. How does The Body Shop gain the trust of its customers?
13. Name two ways in which The Body Shop manages to differentiate its products from those of its competitors.
14. What does the Body Shop rely on instead of advertising?

First impressions are the most lasting.