

Product

비즈니스 잉글리시

마케팅을 하다보면 해외 무역박람회에 참가하게 되는 경우가 종종 있습니다. 자사 상품에 대한 정확한 정보 전달을 위해 아래의 상황을 숙지하셨다가 적절하게 사용하시기 바랍니다.



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This model is all the rage in Korea right now.

→ Situation

MPRider produces MP3 Players. It is currently participating in a trade show in China. Today, Mr. Zhang, the general purchaser of SG Company visits MPRider's booth and talks with Mr. An, a representative of MPRider.

Mr. An Good morning.

Mr. Zhang Good morning. I'm from SG Company here in China. This is my business card.

Mr. An Glad to make your acquaintance, Mr. Zhang* My name is Jung-Soo An.

Mr. Zhang Glad to see you, Mr. An. We have heard a lot about the quality of the MPRider's player, and we are very interested in purchasing your products.

Mr. An Thank you. Then, would you like me to give you some information about our products?

Mr. Zhang Very much so.

Mr. An All right. This is our newest model, Unicorn. It is very small and light, and we are proud of our design. Doesn't it look terrific? This model is all the rage in Korea right now. I bet it will catch on with Chinese, too.

Mr. Zhang Yes, I think that it suits for Chinese taste. What are the special characteristics of this model?

Mr. An Listen to the sound. It's plays distinct and loud sound with 18mW earphone out. It beats other models hands down in audio quality. Also extended battery life up to 40 Hours on 1 single 1.5V AA battery. Let us suppose that you listen to the music three to four hours in each day, it is able to use for 10 days. Isn't this amazing?

Mr. Zhang I see. Does it have any other function?

Mr. An Of course it does. The Unicorn has a real time clock chip with alarm and timer functions. It also has FM Radio with the possibility to save your favorite radio-stations. Plus, this ultra-light, skip-free player can be used to store music or transfer files of any type.

Mr. Zhang I'm impressed with it. I'll consider it and I think I'll be able to give you an affirmative answer. I'll give you a call later.

Mr. An OK. I'll appreciate hearing from you.

→ Useful Expression

- We are pleased to **make your acquaintance** and would like to tell you a little bit about ourselves.
- Long hair is **all the rage** in 1970s.
- The use of mobile phones and digital television for banking is failing **to catch on with** consumers.
- This product would win popularity **hands down** from any where in the world.

| 새 | 책 | 안 | 내 |

《휴대폰 하나 컴퓨터 한대로 100억 부자가 된 사람들》

IT부자들에게겐 뭔가 특별한 것이 있다



이 책은 국내 IT부자 51명을 선정해 분석한 결과를 토대로 이들이 어떻게 사업에 뛰어들어 성공했는지 그 과정과 비결을 제시한다. 저자는 먼저 이 세상의 모든 비즈니스가 IT로 융합해 된 변화의 흐름을 알아야 한다고 설명한다. 또한 자기가 좋아하고 잘 아는 분야에서 자신만의 '그것'을 찾을 것, 모든 것은 지금의 회사에서 준비할 것, 동지들 모을 것, 가장 가까운 곳에서 아이들을 찾을 것, 실패에서 성공을 끌어낼 것 등을 강조한다. 실제로 IT부자 10명 중 8명은 자신이 잘 아는 분야에서 창업했으며 절반은 직장인 출신이라고 한다.

싸이월드를 만든 이종현 SK커뮤니케이션즈 상무, 아이리버로 세계 정장에 도전하는 이리함 레임즈 부사장 등 IT부자 10명을 직접 인터뷰해 쓴 성공담과 대한민국 IT 산업·비즈니스의 현주소와 그 미래를 담고 있다. 음했나무 펴냄, 이민주, 정병찬 지음