



21강 본문 (1) EXAMPLE 01-02 윤리적 소비주의



*ethical consumerism*

- 〈1〉 Today's consumers are not just looking for a good product at a fair price.
- 〈2〉 They are looking beyond the product or service to the ethics of the company that supplies it.
- 〈3〉 The shift in focus by consumers is evident in their concerns about the companies they purchase from.
- 〈4〉 For example, there is growing interest in labor practices, environmental policies, and social responsibilities.
- 〈5〉 Also, there is a pressure to get companies to present not just financial results, but also social and environmental results and impact.
- 〈6〉 Companies need to respond to the pressure because customers are voicing their concerns in every way, from boycotting stores to suing companies.



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〈7〉 Some multinational companies have experienced the anger of ethical consumers in recent years, and have been forced to respond quickly to protect their reputations and their existence as companies.

〈8〉 This growing emphasis on ethical consumption is a trend that cannot be ignored.

〈9〉 It is not going to go away.

〈10〉 There are some important changes in the world indicating that ethical consumers will continue to be a growing force in the next few decades.

〈11〉 Companies would do well to understand this trend and make efforts to deal with it.



21강 뎀뎀 (1) PRACTICE 01-02 예술 역사가 보여 주는 문화계의 기업적 활동



*The Business Activities of the Cultural World Shown by Art History*

- 〈1〉 Long before general management was scientifically approached, cultural entrepreneurship was an established practice.
- 〈2〉 Let us look at how a 6th century BC Greek, Thespis, innovated his theatre organization.
- 〈3〉 Artistically he introduced the individual actor.
- 〈4〉 This Hypocrites was the beginning of a performance culture, designed to amuse audiences.
- 〈5〉 After this act of innovation, he experimented with masks, to give the members of a theatre group separate identities.
- 〈6〉 So how were the Greek festivals organized?
- 〈7〉 Just like they are now in Edinburgh, Salzburg, Johannesburg, Bombay, Los Angeles and Amsterdam, for example.
- 〈8〉 A general festival manager managed the whole festival and organized the artistic competition with an independent jury.



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〈9〉 Additionally, there was, of course, an annual sponsor who financed the festival.

〈10〉 During the festival, a project organization was set up to manage events and supervise the performances, which were attended by more than 10,000 visitors.

〈11〉 How would it have been possible to manage these activities without being entrepreneurial?

〈12〉 Our art history thus provides us with good examples of innovative management of art organizations, innovation being the key word of cultural entrepreneurship.

〈13〉 Let us not forget the Renaissance artists such as the Italian all rounder Leonardo da Vinci, the playwright, actor and theatre manager from England, William Shakespeare and the Flemish painter and owner of a well organized art factory, Peter Paul Rubens.

〈14〉 They all combined artistic ideas with economic opportunity and showed that cultural entrepreneurship is a natural part of the artistic and cultural world.



21강 댁문 (1) PRACTICE 03-04 사과 방법



*How do to apologize*

- 〈1〉 The most frequent cliché in apologies is the blanket statement: "I'm sorry for any inconvenience this may have caused you."
- 〈2〉 That comment only makes angry people angrier.
- 〈3〉 "For any inconvenience" implies that the speaker hasn't given any thought to how the person might have been inconvenienced.
- 〈4〉 The choice of the word inconvenience implies that whatever happened was "no big deal."
- 〈5〉 "This may have caused you" implies that the situation may have caused no problems at all.
- 〈6〉 In other words, you can translate the sentence this way: "I don't know or care how my actions could have inconvenienced you, but if they did, here's a blanket apology."
- 〈7〉 Instead of vague wording, be specific.



21강 댁문 (1) PRACTICE 03-04 사과 방법



*How do to apologize*

- ㉘ Let the person know that you understand either the difficulty of the situation or the hurt caused by your actions or words.
- ㉙ "I'm sorry for the delay in responding to your call; I know you were in a hurry for the proper operating instructions."
- ㉚ "I'm sorry the shipment didn't arrive until Friday.
- ㉛ I know we had promised that you'd have it by Tuesday, and because of our late shipment, your own customer orders have been delayed. "
- ㉜ "I failed to notify you of the additional charge.
- ㉝ You're right, I should have done so.
- ㉞ I apologize for that."
- ㉟ "You were expecting a complete report today, and without it, you'll be delayed in making the final committee decision.
- ㊱ I'm sorry the information is still incomplete."
- ㊲ Such statements may or may not accept responsibility, but they do let the other person know that you are aware of and concerned about the outcome.