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Lesson 5 : Promotional Activities 促销活动 Lester : As you know, the FastTrek 2000 is due for release next month. I think weve finally worked the kinks out. 莱

司特 : 正如你所知 , FastTrek 2000 预定在下个月推出。我想我们已经解决了所有琐碎的问题。来源 : 考试大 Helen

: Great. Thats vital. Quality is the focus of the ad campaign. The boards must work well if theyre going to be the cash cow we want them to be. 海伦 : 太好了。那很重要。品质是广告活动的焦点。如果要让这些适配卡如我们所要的成为摇钱树的话 , 就不能出乱子。来源 : 考试大 Lester : Good. What about print and

radio ? 莱司特 : 很好 , 那印刷品和广播呢 ? Helen : Weve taken out full-page ads for two large trade magazines. And more important, our press releases have been well received. 海伦 : 我们在两家大的商业杂志刊登了全版广告。更重要的是 , 我们的新闻稿已经全被采纳了。来源 : 考试大 Lester : Any larger ads

? 莱司特 : 有再大一点的广告吗 ? 来源 : 考试大 Helen : Yes. Were putting the same full-page ad in the Sunday edition of three major newspapers.来源 : 考试大 海伦 : 有的。我们在三大报的

星期天版面放了相同的全版广告。 Lester : Sounds perfect. 莱司特 : 听起来很周全。 Helen : But nothing ever works out as

you want it. So I have a number of other tricks up my sleeve, as well.

来源 : 考试大 海伦 : 不过有时候就是会事与愿违 , 所以我还有很多其它的妙计。 100Test 下载频道开通 , 各类考试题目直

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