

## СЕКЦИЯ I (английский язык)

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*Успех, как в жизни, так и в карьере,—явление не случайное. Это результат долговременной работы. Эффективность вашего бизнеса вплотную связана с тем, какое впечатление производите вы на людей. При контактах люди используют вербальный и невербальный каналы передачи информации. Если следовать советам известных психологов, экономистов, политологов и других видных деятелей науки и искусства и развивать и тот, и другой, можно быть наполовину уверенным в успехе и процветании вашего бизнеса.*

### **YOUR KEY FOR THE BUSINESS SUCCESS**

To be a success in business isn't a casual thing, which depends on luck only. It is the result of long work on yourself. The efficiency of your business will be the highest if you can impress people. A free and informal style showing your individuality, simple expressive gestures, confident clear and energetic gait arouse the feeling of sincerity and honesty.

So the putting of the shape of your appearance, the particularities of your voice, the speech manner play a great role in your career and in your life. Professional skills themselves don't secure success in life. It's necessary to attract people whom you work and

communicate with, to create and support your individual image. The necessary features of a good image are the ability to choose and wear clothes, haircut, elegant manners, face expression, sincerity of the gestures, carriage. Gestures should intensify the word meaning which you are trying to render to the audience, to make the sense clear. With the help of gestures you can express different feelings or shades of mood — wrath, indifference or interests.

But the appearance and good manners need skills to speak in the right way. Many people have the talent of oral speech inborn, they can speak about everything at any time they want without preliminary preparing. But not every person can do it this way. The majority of people are afraid of the only fact: to appear in public. That's why the preparing of a speech is a very important thing for them. It consists of numerous parts: making the text of the speech, the training the speaker's skills, thinking about possible questions and answers to them, criticising and reacting for it. And one of the most important things is where, when and how to use all these advice in practice. All of them are the necessity of the business conversation.

After a small training you can be able to become a man, whose appearance and speech will attract attention of millions and make people listen to your words. You will be able to use the language of gestures skillfully, choose clothes, communicate effectively and eventually be a perfect businessman.

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*В данный момент, когда многие предприятия работают с иностранными партнерами, налицо много рисков, связанных с неисполнением контрагентами своих обязательств.*

*Во избежании вышеназванных, а также многих других рисков, которым подвержены контрагенты по сделки, в международной практике применяются сле-*