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Speak business english like an american pdf free

By Resonna Show Updated September 22, 2017 Maxis, the maker of The Sims, has developed a game to appeal to people around the world. The manufacturer went so far as to create a special language called Simlish for the characters. Since the game's inception, players have been trying to decipher this unique language and have even compiled a dictionary to decipher the Simlish language. Maxis created a cheat code that allowed players to change the language from Simlish to English in The Sims 3. Start your Sims 3 game and select the lot you want to play. Hold Control, Alt and Shift on the keyboard at the same time and release. At the top of the screen will show a long black box - this is your cheat bar. You're reading Englishspeakingssim without quotes. A cheat code is one word without spaces. Click Enter on the keyboard. Now your characters will speak English. This only works for The Sims 3. Follow the latest daily buzz with buzzFeed Daily Newsletter! December 8, 2014 8 min read The Opinions Expressed by Entrepreneur Contributors are their own. Brands ignore 60 percent or more of the U.S. consumer base, according to a new study. The study proclaims that the area of the country it calls The New Heart is a culturally different strip of America, and in order to market in this segment of the nation, brands must learn to speak American. New Heartland Group, a Nashville-based marketing firm, is behind the study, which was conducted with Prince Market Research. Chief strategist Paul Jankowski, who is not only the author of the study but also the accompanying book Speak America Too: Your Guide To Building Powerful Brands In The New Heartland, says the appeal is purposefully provocative. It makes people pause for a second to consider the context, he explains. All speaking American means being culturally relevant in the way you talk to consumers. You should speak their language, which is a subtext for cultural differences, not actual spoken language. The payoff for brands that understand how to talk to Americans in a culturally appropriate way is huge. This is what we hope to convey. The study is a survey of consumers living in the Southwest, Midwest and parts of the Southeast who Jankowski theorized were unique and overlooked by the consumer market. New Heartland is essentially all east of the state line, and runs from North Dakota to Texas, ending in Ohio, West Virginia and Virginia, but with the exception of the belted area of northern Virginia and southern Florida. According to Jankowski, that is 60 percent or more of purchasing power in the U.S.,related: Science Building Buyer Personas (Infographic) Study claims that this swath of the country is not demographic, but it is a group defined by its values - faith, community and family - all of which directly affect buying decisions, brand loyalty and brand attitudes. If you work on a national brand and you can share your data, look at the characteristics of the states flyover against the coast. Look at rural versus urban. You'll see the differences. It's a broad example of what he's talking about. The study shows that only 5 percent of New Yorkers believe brands understand them. Brands seem to spend a lot of money on messaging that fall on deaf ears. It shows consumers out there consider their faith (not specifically religion) a factor in buying decisions - a clip of 44 percent. The strength of the community screams from a report that shows that 86 percent of New York city women trust friends' advice in buying solutions for any other influence. And a whopping 79 percent of that audience says it's more motivated to buy a brand that uses family in its advertising. These core values, Jankowski argues, make this piece of U.S.-consumer quilt completely different. So brands need to learn to talk to them differently. Yes, he calls it American speaking. He said: Speak American? While immigration is a hot-button topic in the U.S. at the moment and an exclamation on Speak American!, certainly can underscore the ignorant view of the issue, Jankowski says the report uses that wording wistfully. It has nothing to do with immigration or even speaking English, he said. It is an eye-catching device for brands to pay attention to. Jankowski says the brands that are doing it now - Pepsi, Mountain Dew and Lipton - all customers he points to as it-getters - see nothing but positive feedback from stakeholders. It should be noted, however, that Jankowski did not have the success rates in the research that he would have authorized to share. It's such an exciting opportunity, he says. And the opportunity is there for adoption for brands that want to learn about it. It's not about race, religion or political pro inclination. But this cultural segment is not about conservatives or religious rights. And it's certainly not about white versus black or any other race. The new heart includes African-Americans and Latinos and more, Explains Jankowski. This is a really important part of understanding marketing in the cultural segment. The common thread that unites these segments - Hispanics, African Americans, Southerners, Midwesterners - are core values. Faith, family and community are essential components for each of these groups. They are a common thread. They bring these groups together in a way that we can look at the middle of the country as a Related: The better you know your customer, the better you can position your brand Cause of this segment segment because of the fear of the unknown, Jankowski said. Marketers who do not know this segment are not inclined to market to it. I want to bridge that gap and help them understand that. As soon as they learn that it is a cultural thread, not a political affiliation or race or religion, the light will go and they will get it. Jankowski says that looking at NSW as an area of the country that tends to mirror white, Christian, conservative values is a huge mistake. That's why stereotypes kill, he says. If you're going to stereotype 60 percent of consumers in this country as conservative or religious, then you've already lost. It is a culture that includes different races and religions and ebb and flow and moves differently than the rest of the country. That doesn't change the message. To convince brands that they need to pay attention to The New Heartland, you just need to look at the numbers, Jankowski says. If the sheer purchasing power that many people don't get you excited about, he says, then it's to your detriment. He also says that understanding culture doesn't necessarily approve of it. But understanding this isn't pandering to him either. We're not saying change the message for middle America, he says. Just keep in mind that you may need to change the way the message is delivered. Jankowski cited a recent Mountain Dew campaign called The Way I Dew, which featured rapper Lil' Wayne, director Paul Rodriguez and snowboarder Danny Davis, as well as country star Jason Aldean and NASCAR driver Dale Earnhardt Jr., in particular, one penalty that he said prompted a response from bottle experts. Of course, using different celebrities is one way to change the way a message is delivered. Getting deeper with tactical executions is probably worth the whole post in itself. But it can be as simple as knowing college football audiences in Mississippi, Alabama, Oklahoma, Iowa and West Virginia, for example, are very different from a professional sports audience, or even a basketball audience. What to do with all this. Jankowski is certainly on something, if not something that will set off sensitivity and expose prejudice on both sides of any aisle you choose to apply the term prejudice to. (Not that I have any experience with this or anything. But the fact is, discussing these cultural strands and getting past the race/religion subtext in our thinking is not easy. However, for a brand, you're going to have to pay attention to it. More than 60 Consumer Market Market stake if you don't. What do you think of the concept of the New Heart? Do brands need to talk to these consumers differently? Do notions of race, religion and socio-economic status disappear if you focus on the concepts of family, faith (not religion) and community? If you have work experience (or does not work) for the brand, tell us about it in the comments. Related: 4 steps to knowing that your customers want better than they do this story appears in the April 2000 issue of business magazine startups. Today's tough job market and dynamic economy create entry-level jobs often filled with workers whose native language is not English. Experienced entrepreneurs not only use this rich segment of the labor reserve, but also strengthen the value of these employees by helping them learn English through classes held at work. The benefits are numerous, says Beth Larson, ESOL Coordinator for Native Speakers at Seminole Community College in Sanford, Florida. The benefits of having employees with improved language skills include: more confidence and increased ability to interact with colleagues and customers. As employees learn to speak and read English, they can be more productive and even advance in the company, which increases loyalty and reduces turnover. Fewer errors and fewer overtime. Workers who understand the instructions do not make so many mistakes, which means that they do not need to spend extra time on fixing them. Security. The ability to speak and read English improves understanding of safety warnings, which in turn reduces the number of accidents in the workplace. In many non-English speaking communities, school districts offer adult ESL classes free of charge or for a nominal fee. But because workers are often unable to attend these classes, educators encourage employers with sufficient capacity to teach at work, both during working hours and during working hours. Most adult education programs require 15 to 20 students in each class, Larson says. She adds that classes at workplaces can mean offering transport to employees who will work in the carpool, but this is easier than continuing to deal with problems associated with language communication. Since then, Jacqueline Lynn left the corporate world more than 13 years ago and has been writing about business and management from her home office in Winter Park, Florida. 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