

<b>PART ONE: <i>Business Language Competence</i></b> .....	9
<b>Chapter 1: The Economy and Market</b> .....	11
<b>Chapter 2: Marketing Economies</b> .....	14
<b>Chapter 3: Remarketing</b> .....	18
<b>Chapter 4: Personnel Management</b> .....	22
<b>Chapter 5: Management Consultants</b> .....	28
<b>Chapter 6: Productivity Management</b> .....	33
<b>Chapter 7: Advertising/Campaigns/Social Issues</b> .....	37
<b>Chapter 8: Advertising - Promotion</b> .....	44
<b>Chapter 9: The Importance of Forecasting</b> .....	47
<b>Chapter 10: The Risks of Business Enterprise</b> .....	51
<b>Chapter 11: Some Common Pitfalls in Decision Making</b> .....	54
<b>Chapter 12: Optimization</b> .....	57
<b>Chapter 13: Bonds and Shares</b> .....	61
<b>Chapter 14: The Stock Exchange I</b> .....	67
<b>Chapter 15: The Stock Exchange II</b> .....	72
<b>Chapter 16: Why Stock Prices Change</b> .....	75
<b>Chapter 17: Foreign Investment and the Cost of Capital I</b> .....	78
<b>Chapter 18: Foreign Investment and the Cost of Capital II</b> .....	82
<b>Chapter 19: The Nature of Inflation</b> .....	86
<b>Chapter 20: Bank money I</b> .....	89
<b>Chapter 21: Bank money II</b> .....	94
<b>Chapter 22: Microeconomics and Behaviour</b> .....	99
<b>Chapter 23: Social Needs</b> .....	104
<b>Chapter 24: The Importance of Health, Safety and Welfare</b> .....	109
<b>Chapter 25: International Communication</b> .....	113
<b>Chapter 26: Labour</b> .....	118
<b>Chapter 27: Planning Manpower Activities</b> .....	124
<b>Chapter 28: Environment and Industries</b> .....	129
<b>Chapter 29: Environment and Productivity</b> .....	135
<b>Chapter 20: Mergers</b> .....	140
<b>Chapter 31: Trend toward Unification</b> .....	144
<b>Chapter 32: Usury Laws</b> .....	148

<b>Chapter 33: Franchise</b> .....	152
<b>Chapter 34: Technology I</b> .....	155
<b>Chapter 35: Technology II</b> .....	160
<b>Chapter 36: The Microchip Technology</b> .....	165
<b>Chapter 37: Virtual Reality</b> .....	170
<b>Chapter 38: The Internet I</b> .....	176
<b>Chapter 39: The Internet II</b> .....	182
<b>Chapter 40: E-mail: a Blessing or a Curse?</b> .....	186
<b>Chapter 41: Business Documentation</b> .....	191
<b>Chapter 42: Paying-in Slips and Bank Giro Credits</b> .....	196
<b>Chapter 43: Cheques</b> .....	201
<b>Chapter 44: Business Organisations/Service Provisions</b> .....	206
<b>Chapter 45: The Euro's Survival</b> .....	209
<b>Chapter 46: Grammar</b> .....	213
<i>Part One Vocabulary from English into Greek</i> .....	233
<i>Part One Bibliography</i> .....	245
<b>PART TWO: <i>Business Terminology</i></b> .....	247
<b>Chapter 47: Macroeconomics</b> .....	249
<b>Chapter 48: Trade Theory</b> .....	255
<b>Chapter 49: Applied Econometrics</b> .....	263
<b>Chapter 50: Stock Exchange</b> .....	272
<b>Chapter 51: Announcements</b> .....	284
<b>Chapter 52: Financial Accounting</b> .....	295
<b>Chapter 53: Tax Accounting</b> .....	304
<b>Chapter 54: Cost Accounting</b> .....	313
<b>Chapter 55: Financial Statements &amp; Auditor's Report</b> .....	324
<b>Chapter 56: Management</b> .....	337
<b>Chapter 57: Human Resource Management</b> .....	348
<b>Chapter 58: Product Management</b> .....	359
<b>Chapter 59: Contractual Agreements</b> .....	369
<b>Chapter 60: Company Profile</b> .....	380
<b>Chapter 61: Institutions of the European Union</b> .....	390
<b>Chapter 62: The European Central Bank</b> .....	402
<b>Chapter 63: Sample Translations</b> .....	411