

МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ РОССИЙСКОЙ ФЕДЕРАЦИИ
Нижегородский государственный университет им. Н. И. Лобачевского

**Сборник текстов для чтения и заданий по английскому языку
для магистров института экономики и предпринимательства,
обучающихся по направлению подготовки
«Бизнес-информатика»**

Практикум

Рекомендовано методической комиссией филологического факультета
для магистров Института экономики и предпринимательства
ННГУ им. Н. И. Лобачевского,
обучающихся по направлению подготовки
38.04.05 «Бизнес-информатика»

Нижегород
2015

УДК 811.111:33(076)
ББК Ш143.21:У9Я73-4
С23

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С 23 Сборник текстов для чтения и заданий по английскому языку для магистров Института экономики и предпринимательства, обучающихся по направлению подготовки «Бизнес-информатика»: практикум / сост.: И.С. Погодина – Нижний Новгород : Нижегородский госуниверситет, 2015 – 25 с.

Настоящий практикум предназначен для магистров Института экономики и предпринимательства, изучающих английский язык. Цель данного пособия – совершенствование навыков просмотрового и поискового чтения, чтения с полным пониманием текста, развитие навыков работы с научными текстами по специальности, расширение терминологического запаса, развитие устной речи.

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УДК 811.111:33(076)
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INTRO
INFORMATION

Look at the following pictures and name 3 ideas that you associate with the word "information"



Read the following quotes about information and choose the one that you most agree with. Explain why.

“The PC has improved the world in just about every area you can think of. Amazing developments in communications, collaboration and efficiencies. New kinds of entertainment and social media. Access to information and the ability to give a voice people who would never have been heard”

Bill Gates

“Everybody gets so much information all day long that they lose their common sense”

Gertrude Stein

“The control of information is something the elite always does, particularly in a despotic form of government. Information, knowledge, is power. If you can control information, you can control people”

Tom Clancy

“We are drowning in information, while starving for wisdom. The world henceforth will be run by synthesizers, people able to put together the right information at the right time, think critically about it, and make important choices wisely”

E. O. Wilson

Coping with Infoglut

Is your attitude to information flow rather positive or negative? Why? What can be the negative information of the information on a person's life? What is information overload?

Read the article and say whether the problems stated by the author are generally the same as yours.

Match the following headings to each paragraph.

- a. Making matters worse _____
- b. When in doubt, ask the boss _____
- c. A day of the life of the information junkie _____
- d. The causes of information overload _____
- e. The scale of the problem _____

1. _____

If it isn't announced by a ring, beep, or flash, on your telephone it is delivered to your front desk by a person in a uniform. If it isn't spat out by a machine that looks like a printer but takes phone calls, it's transmitted to your PC, announced perhaps by a little tool of arrival. Welcome to the Age of Infoglut. Every day managers are deluged by emails, faxes, post, voicemail. Just sorting everything out adds hours and extra stress to a working week. One British psychologist claims that he identified a new mental disorder caused by too much information; he calls it Information Fatigue Syndrome.

2. _____

Of course, companies have a huge appetite for information, and have encouraged the development of systems to produce, store and analyse it. A recent study by Pitney Bowes, in Stamford, Connecticut, found that the average white-collar worker at a Fortune 1000 company sends and receives an average of 190 messages a day, in variety of electronic and paper formats. "It has become completely overwhelming," says Sheryl Battles, executive director of external affairs at Pitney Bowes. She reported that trying to manage the volume of information was redefining productivity in the workplace. In a knowledge economy, the real goal is to get through all the messages. "The infoglut has especially affected senior-level executives," adds Battles. More than ever, managers need strategies for identifying and prioritizing.

3. _____

Email is a primary culprit. In the past, lower level workers would have dreamed of interrupting the Chief Finance officer with simple questions, such as whether hotel movies can be expensed. 'Today, however, those workers have no problem asking such questions via email, which is seen as less intrusive,' says Battles. It should be noted, however, that some executives turned email into their advantage, finding it the medium a new and convenient way of running a business. Microsoft CEO Bill Gates, for instance, reportedly spends hours a day reading and sending email.

4. _____

The study also identified something Pitney Bowes calls messaging meltdown. That's when people try to reinforce their messages with other messages. For example, they might leave you a voicemail message that they are faxing a report. In addition, they might also send the report via email. Then they might make a follow-up phone call to make sure you received the fax and the email.

5. _____

Arlen Henock, chief tax counsel at Pitney Bowes, didn't need a survey to find out which way the data is flowing. He said that there had been a significant increase over the last few years in his office. He also admitted that dealing with the flow has crept into his personal time. 'Each night I take home my faxes and other paperwork,' says Henock. During a typical workday Henock is a self-admitted information junkie. He gets up at 6 am and, over breakfast, finishes reading any paperwork left over from the night before. On the way to work he checks his voicemail with his car cell phone and responds to any messages that need immediate attention. 'Although I check my voicemail before I leave for home (typically at 7.30 pm), there are usually new messages in the morning,' he says. Europe, after all, has been up for hours.

Read the text again. Are the following statements true or false?

1. The new generation of computer printers can take phone calls.
2. New technology has increased office stress for managers.
3. Coping with information is now key to a manager's productivity.
4. Some managers find email to be an efficient way to get work done.
5. Is it best to use a variety of means to communicate the same message.
6. Arlen Henock receives voicemail at night.

Vocabulary work. Choose the best option to replace the words in italics.

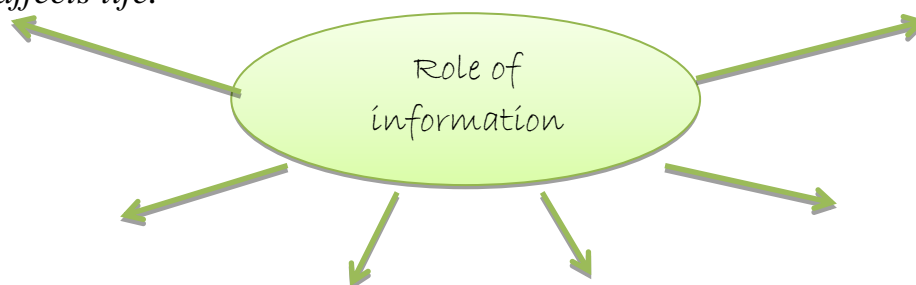
1. Information is being produced faster than managers can *process* it.
 - a. deal with
 - b. define
 - c. understand
2. Messages are *transmitted* to your PC throughout the day.
 - a. received
 - b. dispatched
 - c. transformed
3. "It has become completely *overwhelming*", says Sheryl Battles.
 - a. wonderful
 - b. overpowering
 - c. overlooking
4. The average *white-collar* worker at a Fortune 1000 company sends and receives an average of 190 messages a day.
 - a. manager
 - b. office worker
 - c. software technician

5. Email is seen as less *intrusive* than other forms of communication.
 - a. personal
 - b. formal
 - c. disturbing
6. Email is a new and *convenient* way of running a business.
 - a. fast
 - b. practical
 - c. instant
7. Bill gates *reportedly spends* many hours a day reading and sending email.
 - a. is said to spend
 - b. pretends to spend
 - c. enjoys spending

Put the following words in the correct groups.

<i>identify prioritise disorder redefine stress analyse interrupt intrusive store fatigue respond manage</i>	
Negative effects of infoglut	Strategies for coping

Even though information flow is difficult to manage, it can be a powerful weapon or a real benefit for people who can handle it. Brainstorm different ways in which information affects life.



Prepare a short presentation about the positive and negative influence of information on our modern life. Use the following introductory words and phrases to sound logical and clear.

- Let me draw your attention to the issue of.../Let me introduce you to the issue of...
- It's common knowledge that.../So far as is known...
- On the one hand... on the other hand...
- In addition.../Moreover.../Furthermore.../Besides.../To add to this...
- In conclusion.../To sum it up.../In a nutshell.../Summing it up...

SECTION 1 INFORMATION AND BUSINESS

What is information technology? Work in groups to brainstorm its aspects and definition.

Read the Wikipedia entry about information technology and say whether your definition correlates with the definition provided by the article.

Information technology is the application of computers and telecommunications equipment to store, retrieve, transmit and manipulate data, often in the context of a business or other enterprise.

The term is commonly used as a synonym for computers and computer networks, but it also encompasses other information distribution technologies such as television and telephones. Several industries are associated with information technology, including computer hardware, software, electronics, semiconductors, internet, telecom equipment, engineering, healthcare, e-commerce and computer services.

Vocabulary work. Find the words in the article that go with the word “data”. Match them to their definitions.

1. Find or extract information stored in a computer
2. Retain or enter information for future electronic retrieval
3. Handle or control information in a skillful manner
4. Communicate information

Information is known as an asset of any modern business. Think about the application of information and IT in business. What is its role? Use the following mind map to brainstorm ideas.



Read the article about using business software and add some more ideas to your list.

In the early days computers, business software was dominated by office applications, in particular word processing, spreadsheets, databases, presentations software and accounting software. In addition, there was specialist software in areas like computer-aided design and manufacture. The next phase during the 1990s, saw

large companies starting to use software packages for areas like corporate finance and financial planning stock control and some human resources functions such as payroll.

Now companies need to invest in other types of software. E-business software is needed to run a website or take orders. Customer relationship management systems help companies to track their sales activities, make customer service more efficient and plan marketing campaigns. Sales staff use it to get customer information over the Internet, and it can also be used to prove automation of call-centres. Supply chain software tracks the inventory that a company holds, allows real-time communication between the company and its suppliers, and then automates the process of ordering parts. Collaborative software allows co-workers inside a company to share information via the Internet and work on documents and projects together in real time from different locations. It can also be used to work with counterparts from other companies, for example engineers can talk together about plans and product design. And e-learning is an area that could become very important in the future.

There are also many entirely Web-based services. For example, procurement services allow the companies to find the cheapest price for the fastest delivery time for a whole range of suppliers, and logistic services allow shippers and transport companies to bid for jobs and so develop the most efficient delivery plan possible. There is also an increasing trend for much of the software mentioned in the previous paragraphs to move away from company's own computers and onto the Internet.

Things change quickly in the software industry, but one thing always remains the same. You have to pay big consultant's fees to make it all work.

What are the new ways of applying IT in business? What changes does IT bring in business? Summarise the ideas and fill in the following table.

	last few years	next few years
Changes in businesses due to development in software		
Changes in a worker performance due to development of software		

There are plenty of benefits of technology for a business, but many fall under the following categories.

- Reach more potential customers
- Streamline operations
- Provide better service to customers
- Support better relationships with key partners

Refer the words in italics to the suitable category.

reduce costs, develop a business relationship with potential customers, improve efficiency, track sales activities, run a website, take orders, maximize profit, plan marketing campaigns, get customer information, work with counterparts from other companies, minimize waste, share the information via the Internet, track the inventory, allow real-time communication

Prepare a short talk about how business can benefit from using information technology.

!Use the following words and phrases to shape your answer.

I think/in my opinion/from my point of view/from my perspective there are several reasons why a business benefit from applying information technology in its practice.

First of all, ... because...

Another/one more reason is...

For example/for instance, ...

Finally, I should say that...

SECTION 2 IT SOLUTIONS

*How can a company use IT software in order to:
find potential customers?*

promote a new product?

Provide after-sales service?

What does the abbreviation CRM stand for?

- a. Corporate retail management*
- b. Customer relationship management*
- c. Central resource manufacturer*

Read the beginning of the article and see whether you are right.

CRM

The better a business can manage the **relationships** it has with its **customers** the more successful it will become. Therefore IT systems that specifically address the problems of dealing with customers on a day-to-day basis are growing in popularity.

Customer relationship management (CRM) is not just the **application** of technology, but is a strategy to learn more about customers' needs and **behaviours** in order to develop stronger relationships with them. As such it is more of a business philosophy than a technical solution to assist in dealing with customers effectively and **efficiently**. Nevertheless, successful CRM relies on the use of technology.

Match the highlighted words to their definitions.

1. Achieving maximum productivity with minimum wasted effort or expense
2. The way in which two or more people or things are connected, or the state of being connected
3. Practical use
4. The way in which one acts or conducts oneself, especially towards others
5. A person who buys goods or services from a shop or business

Insert the prepositions where necessary.

- deal ____ customers
- ____ a day-to-day basis
- Learn ____ customer needs and behaviours
- Develop ____ stronger relationships
- Rely ____ the use ____ technology
- application ____ technology
- grow ____ popularity

Summarise the article to make up a definition of CRM.

You are going to read an article about CRM implementation. What actions may it involve?

Look through the steps of CRM implementation process and put them in the right order (according to your opinion)

- a. Storing information
- b. Collecting information
- c. Analysing customer behavior
- d. Improving the customer experience
- e. Marketing more efficiently
- f. Accessing information

Skim the article to check your answers. Describe each of the steps.

How to implement CRM

The implementation of a customer relationship management (CRM) solution is best treated as a six-stage process, moving from collecting information about your customers and processing it to using that information to improve your marketing and the customer experience.

Stage 1 - Collecting information

The priority should be to get the information you need to identify your customers and categorise their behaviour. Those businesses with a website and online customer service have an advantage as customers can enter and maintain their own details when they buy.

Stage 2 - Storing information

The most effective way to store and manage your customer information is in a relational database - a centralised customer database that will allow you to run all

your systems from the same source, ensuring that everyone uses up-to-date information.

Stage 3 - Accessing information

With information collected and stored centrally, the next stage is to make this information available to staff in the most useful format.

Stage 4 - Analysing customer behaviour

Using data mining tools in spreadsheet programs, which analyse data to identify patterns or relationships, you can begin to profile customers and develop sales strategies.

Stage 5 - Marketing more effectively

Many businesses find that a small percentage of their customers generate a high percentage of their profits. Using CRM to gain a better understanding of your customers' needs, desires and self-perception, you can reward and target your most valuable customers.

Stage 6 - Improving the customer experience

Just as a small group of customers are the most profitable, a small number of complaining customers often take up a disproportionate amount of staff time. If their problems can be identified and resolved quickly, your staff will have more time for other customers.

Match the beginnings and the endings of the following phrases.

- | | |
|----------------|---------------------|
| 1. Target | a. information |
| 2. Centralized | b. customers' needs |
| 3. Up-to-date | c. customer service |
| 4. Understand | d. customer base |
| 5. Run | e. a system |
| 6. Online | f. one's customers |
| 7. Generate | g. customers |
| 8. Identify | h. profits |

Use the discussed vocabulary to prepare a short presentation on the following topic.

What is important when implementing a CRM system?

- Collect the information about your customers
- Analyse the gathered information
-

Case-study. You are going to read about the company "Viverae" which successfully implemented CRM. Read the company profile and decide what is the purpose to apply CRM in this company's working practices.

Viverae® is a workplace wellness program. Viverae's comprehensive health management solutions help employers build healthy cultures and manage healthcare costs. Inspired by the Latin word meaning "to live," Viverae was established to help people live healthier lives. That passion drives everything from their own corporate culture to helping members make measurable, lasting health improvements.

Viverae was using three different systems to collect their client data with SharePoint, individual documents, and the organization's own production portal. With a growing client base, Viverae decided they needed a new solution that would act as a single source of information so that all client data and client history would be centralized into one system. Viverae also had a complex management structure, as they deal with both broker channels and their own contacts. After considering their options, Viverae chose PowerObjects as the partner to help them implement a Microsoft Dynamics CRM solution.

What are the company's main activities?

Why does it need to install CRM?

What kind of management structure do they have?

“We really needed to be able to understand our sources of income and where they were coming from. PowerObjects brought the ability to look at data sets and model all of the relationships in order to figure out how to configure our system and they really considered all our processes,” says Doug Furney, Director of CRM at Viverae.

Work in groups. Imagine that you are “PowerObjects” Company. Think of the possible services that you would provide for Viverae. Prepare to speak about it according to the following plan.

- Name and description of the services
- Details about their implementations (time, costs, people involved)
- Expected results

Read the real-life solution provided by PowerObjects. Is it similar to yours?

Solution

PowerObjects partnered with Viverae to implement Microsoft Dynamics CRM and launched it for an initial 100 users on Viverae's client services team, which is responsible for day-to-day management of clients. Once the client services group was successfully implemented, Viverae migrated the sales team from Salesforce.com to Microsoft Dynamics CRM. After integrating Dynamics CRM for their marketing, Viverae has now launched Dynamics CRM to over 160 users.

What are the benefits of implementing CRM in Viverae?

What drawbacks could there be? What actions can the company undertake to overcome these difficulties? (continuous assessment of the CRM procedures, professional trainings for the employees, hiring a consultant, practical application of information resources)

Work with your partner to come up with a possible number of problems and solutions.

SECTION 3 **IT AND BUSINESS INTELLIGENCE**

What do you know about *Big Data*? How is it connected with your personal life and the life of every business? Read the article defining that term and summarise the ideas.

Big data is a **buzzword**, or catch-phrase, used to describe a massive **volume** of both structured and unstructured data that is so large it is difficult to process using traditional **database** and software techniques. In most enterprise scenarios the volume of data is too big or it moves too fast or it **exceeds** current processing **capacity**. Despite these problems, big data has the **potential** to help companies improve operations and make faster, more intelligent decisions.

Match the highlighted words to their definitions.

1. A structured set of data held in a computer, especially one that is accessible in various ways
2. Be greater in number or size than (a quantity, number, or other measurable thing)
3. A word or phrase, often an item of jargon, that is fashionable at a particular time or in a particular context
4. The possibility of something happening or of someone doing something in the future
5. The maximum amount that something can contain
6. The amount of space that a substance or object occupies
7. What is the role of data in nowadays business world?

In what ways can *Big Data* be useful for business operations?
Use the word cloud to collect ideas.



Bernard Marr, a Forbes journalist, has his own opinion on that point. Read his article and say if any of your ideas correlate with those of his.

Before reading. Match the following words to their definitions.

- | | |
|----------------------------------|--|
| 1. Integration | a. a strong negative reaction by a large number of people |
| 2. social media presence | b. the process of combining one thing with another to form a whole |
| 3. web traffic | c. achieving maximum productivity within a company |
| 4. savvy | d. able to make good judgments and decisions |
| 5. asset | e. choose not to take part in something |
| 6. quantity | f. being open, easy to watch and analyse |
| 7. diversity | g. the state of having a number of different things or features |
| 8. manufacturer | h. monitoring the way the employees work |
| 9. backlash | i. a means by which a company or individual generate income |
| 10.transparency | j. a failure of a system |
| 11.opt-out | k. the action of providing with the sold goods |
| 12.tracking employee performance | l. a person or a company that makes goods for sale |
| 13. efficiency | m. creating your footprint on various social media |
| 14.delivery | n. the amount of visitors or visits the web site receives |
| 15.integral | o. a valuable item of property owned by a person or a company |
| 16.breakdown | p. the amount or number of something |
| 17.revenue stream | |

4 Ways Big Data Will Change Every Business

By Bernard Marr, Forbes, Sep 8, 2015

Data collection, analysis, and interpretation become more readily accessible, which means that data will have an impact on every business in several important ways.

1. Data will become an asset to every business.

Even the smallest businesses generate data these days. If the business has a website, a social media presence, accepts credit cards etc., even a one-person shop has data it can collect on its customers, its user experience, web traffic, and more. This means companies of all sizes need a strategy for big data and a plan of how to collect, use, and protect it. This also means that savvy businesses will start to offer data services to even very small companies.

It also means that businesses and industries that never thought big data would be “for them” might have to catch up. Let me just make this as plain as possible: If you own or operate a business, and you have questions about how to improve that business, you have data, your data is an asset, and it can be used to improve your business. Simple as that.

Find the English equivalents to the following words and phrases:

- опыт – e_ _ _ _ _ _ _ _
- покупатель – c_ _ _ _ _ _ _

- принимать кредитные карты – a _ _ _ _ _ c _ _ _ _ _ c _ _ _ _ _
- предлагать информационные услуги – o _ _ _ _ _ d _ _ _ _ _ s _ _ _ _ _
- управлять бизнесом – o _ _ _ _ _ a b _ _ _ _ _
- защищать р _ _ _ _ _
- служить источником информации – g _ _ _ _ _ i _ _ _ _ _
- владеть бизнесом – o _ _ a b _ _ _ _ _
- статья дохода – a _ _ _ _
- улучшить – i _ _ _ _

Comprehension. Choose the best option.

1. Every business produces data.
2. People’s actions generate data which can be used by the businesses to generate profit
3. Information is an important asset for every business.

2. Big data will enable companies to collect better market and customer intelligence.

Like it or not, the companies you do business with know a lot about you — and the quantity and diversity of what they know about you is increasing every year. Every company (from car manufactures who will monitor our driving to tennis racket manufacturers that know how often and how well we play) will get much better insights into what customers want, what they will use, what channels they use to buy, and so on.

The other half of this equation is that companies will need to be proactive about creating and maintaining their privacy policies and all the systems and security needed to protect that user data. As we’ve seen with the recent backlash against Spotify and to a lesser extent Microsoft 10, most people will allow companies to gather this data, but they want transparency around what’s being collected and why and they want the ability to opt-out.

Vocabulary. Match the following words and phrases to their equivalents.

- | | |
|-------------------------|-------------------------------|
| • customer intelligence | • поддерживать |
| • do business | • управлять бизнесом |
| • increasing | • пристальное рассмотрение |
| • insight | • политика конфиденциальности |
| • maintain | • собирать информацию |
| • privacy policies | • информация потребителей |
| • gather data | |

Comprehension. Are the following statements true or false?

1. Companies gather more and more information about their customers.

2. The privacy policy does not let businesses use data about their customers' actions.
3. People want to know what information about their activities is collected.

3. It will improve internal efficiency and operations

From using sensors to track machine performance, to optimising delivery routes, to better tracking employee performance and even recruiting top talent, big data has the potential to improve internal efficiency and operations for almost any type of business and in many different departments.

Companies can use sensors to track shipments and machine performance, but also employee performance. Companies have started using sensors to track employee movements, stress, health, and even who they converse with and the tone of voice they use.

In addition, if data can successfully be used to quantify what makes a good CEO, it can be used to improve the HR and hiring process at any level.

Data is breaking away from the IT department and becoming an integral part of every department in a company.

Match the parts of the phrases.

- | | |
|-------------|------------------------|
| 1. track | a. delivery routes |
| 2. improve | b. internal efficiency |
| 3. optimize | c. an integral part |
| 4. improve | d. machine performance |
| 5. become | e. the hiring process |

4. And data will allow companies to improve the customer experience and build big data into their product offering.

In the best of all possible worlds, companies will use the data they collect to improve their products and the customer experience.

John Deere is an excellent example of a company that is not only using data to benefit its customers, but also as a new product offering.

All new John Deere tractors are equipped with sensors that can help the company understand how the equipment is being used, and predict and diagnose breakdowns. But they've also put the sensors to work for the farmers, offering access to data about when to plant, where, the best patterns for ploughing and reaping, and more. It's become an entirely new revenue stream for an old company.

As we invite more connected things into our lives — from smart thermostats to Apple Watches and fitness trackers — there will be more and more data, analysis, and insights that companies can sell back to consumers.

These are just the top four impacts I predict big data will have on businesses of all types in the near future. Is your business ready to capitalize on these opportunities?

Before reading you collected information about Big Data. Now fill in the following table to compare your ideas with the arguments provided by the article.

Familiar information	New information	
I thought the same...	I agree with...	I disagree with...

Answer the following questions.

1. How is Big Data generated?
2. What kind of a strategy do companies need for processing Big Data?
3. What difficulty may face those companies which do not think Big Data necessary?
4. What kind of customer intelligence do companies collect?
5. What danger do they face?
6. What action do the companies need to take concerning their privacy policy?
7. What is the public attitude to the issue if Big Data?
8. How can companies use data in order to improve their internal activities?
9. How do they track the machine performance?
10. How does the company “John Deree” use Big Data?
11. How do they monitor their equipment usage?
12. What is the new “revenue stream” fir that company?
13. Why does the author ask about the business’s readiness to capitalize on the new opportunities?
14. Do you find the article informative? Why? Why not?
15. Do you agree with the author? Why? Why Not?

SECTION 4 IT OPPORTUNITIES AND ETHICS

Are you familiar with any ways of using Big Data? What are they?

What Is SEO?

SEO stands for “search engine optimization.” It is the process of getting traffic from the “free,” or “natural” search results on search engines.

Every business with a Web site should make Search Engine Optimization because trying to get their site as high up as possible on Google and Bing search-results pages is a part of their growth strategy.

At its most basic, "SEO" means finding ways to increase your site's appearance in web visitors' search results. SEO may target different kinds of search,

including image search, local search, video search, academic search, news search and industry-specific vertical search engines.

As an Internet marketing strategy, SEO considers how search engines work, what people search for, the actual search terms or keywords typed into search engines and which search engines are preferred by their targeted audience.

1. *How do businesses use SEO?*
2. *What can be the connection between SEO and advertising?*
3. *Is it ethical to use the information about user's activities in order to promote your products? Why? Why not?*
4. *What is the people's attitude to intrusive advertising? (intrusive means being everywhere, even in one's private life)*

Read the following article and say what attitude the author has to SEO.

Ethics in SEO: your best defense against Google algorithm updates.

It's a painful lesson that many website owners learn the hard way. While link building is a vital (*important*) part of search engine marketing (SEO) for a website, many SEO professionals, or "SEOs," go too far. Yes, an aggressive link building strategy can get your site ranked higher on Google quickly, and the same tactics that created the success can cause your site to tumble the instant Google updates its search algorithm. Why?

Google designs its search algorithm to show sites that people like first. One way it determines how well a site is favored is by counting the links that go back to the site. When the anchor text matched to a link contains a term relevant to the content on the linked page, Google sees that as a confirmation that the link is what the searcher is seeking.

What is the way Google designs its search algorithm?

- **Where SEOs Go Wrong**

SEOs use this knowledge to promote sites through several methods. They may write articles for another website and use a byline from the author to create a relevant link back to the site being promoted. They may leave comments on relevant forums and blog posts with links back to the site. These methods weren't problematic until some SEOs took them too far with "link spamming."

What are the methods that SEO can use to promote sites?

They used tactics like paying for links, article directories and blog networks, all designed solely for the purpose of building links. They build sites solely for linking back to other sites they wanted to rank well. They overused press releases to get their links in news websites. Like the proverbial bad guys of the old west, they ride what has come to be called "black hat" marketing techniques that offered big rewards, along with big risk.

Why does SEO sometimes go wrong?

- Unethical Means Ineffective

Unfortunately, SEOs like this are still out there, despite the risks and despite the fact that Google updates have made many of these techniques useless. They do it because innocent business owners, looking to hire a professional to build their web presences, don't know any better. Many have no idea they are paying someone to destroy their web presence.

What risks are taken by the businesses that hire a professional to build their web presence?

Why does that happen?

A new genre of SEO agencies is emerging because of this problem. These agencies focus on ethics in SEO. They take the time to outline the methods they use to market a website. These SEOs focus on slow but steady link building and other marketing techniques that build your site's reputation and audience without putting your site at risk for a fall the next time Google changes its algorithm.

What kinds of SEO are described in the article?

What difficulty do SEOs have?

Is the implementation of the SEO ethical? Think of some possible advantages and disadvantages of implementing this system in practice.

Role-play.

What do you think, how the society reacts to the fact that all their activities are traced and used for some commercial purposes of other companies?

Think of what opinions can the following people hold?

- George. Being an IT specialist he works for an international company. His responsibility is to implement and monitor software operations necessary for the company procedures.
- Mark, a promotional manager. Mark deals with developing advertising campaigns based on market research.
- Julia, a housewife. She is busy with simple household duties.
- Rocky, an entrepreneur. His startup is a small online clothes shop.

Imagine you are at a TV show presenting the topic "Private Life Invasion". The participants are going to discuss the ethical side of the ways how modern businesses gather information about their customers. One of you is going to be a presenter to hold the show.

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Сборник текстов для чтения и заданий по английскому языку для магистров
Института экономики и предпринимательства, обучающихся по направлению
подготовки 38.04.05 «Бизнес-информатика»

Практикум

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высшего профессионального образования
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Подписано в печать . Формат 60 x 84 1/16.
Бумага офсетная. Печать офсетная.
Гарнитура Таймс. Усл. печ. л. 1,6. Заказ № . Тираж экз.

Отпечатано в типографии
Нижегородского госуниверситета им. Н.И. Лобачевского
603600, г. Нижний Новгород, ул. Большая Покровская, 37