

# Contents

*page*

## Table of Contents

Preface.....	v
--------------	---

### Part I: Scientific Texts and Exercises

Unit 1. Macroeconomics .....	1
Unit 2. Microeconomics.....	7
Unit 3. Entrepreneurship .....	15
Unit 4. Business Administration .....	25
Unit 5. What is Marketing, anyway? .....	33
Unit 6. Marketing Management .....	41
Unit 7. Marketing Strategy.....	47
Unit 8. Sales Management .....	57
Unit 9. Retailing.....	65
Unit 10. E-Commerce .....	75
Unit 11. Advertising.....	83
Unit 12. Globalization.....	93
Unit 13. Production.....	99
Unit 14. Finance.....	105
Unit 15. Accounting.....	113
Unit 16. Logistics.....	119
Unit 17. Purchasing.....	125
Unit 18. Information Technology .....	133
Unit 19. Public Relations .....	141
Unit 20. Human Resources Management .....	149
Unit 21. Corporate Social Responsibility .....	155

### Part II: Useful English for Students and Professionals of Economics and B.A.

Personal Data Resumes/Curriculum Vitae (CV) .....	165
Letter Writing.....	185
Reading .....	195
Speaking.....	197

Tips of Grammar & Structure in Scientific English .....	199
Selected Issues of Grammar and Exercises.....	205

### **Part III: English – Greek Glossary**

English – Greek Glossary .....	275
--------------------------------	-----

<b>Bibliography .....</b>	<b>291</b>
---------------------------	------------