

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. Public Relations	133
Unit 19. Human Resources Management	141
Unit 20. Corporate Social Responsibility & Cause Related Marketing.....	147
Unit 21. Health Administration & Health Management.....	155
Unit 22. Healthcare Administrators	161
Unit 23. Information Technology	167
Unit 24. Operating Systems	175
Unit 25. Data.....	181
Unit 26. Programming Languages	187
Unit 27. Networks.....	195
Unit 28. Internet.....	203

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

Personal Data Resumes/Curriculum Vitae (CV)	211
Letter Writing.....	231
Reading	241
Speaking.....	243
Tips of Grammar & Structure in Scientific English	245
Selected Issues of Grammar and Exercises.....	251

Part III: English – Greek Glossary

English – Greek Glossary	321
Bibliography	337