

Language

Linking ideas

We use and to link sentences that describe similar actions or situations.	<i>I have a PC and a laptop at home.</i>
We use but to link sentences that describe different ideas/actions or situations.	<i>I use Amazon but I don't use iTunes.</i>
We use so to say that something has happened as a result of something.	<i>She's got a Kindle, so she doesn't buy many books now.</i>
We use or to link sentences that describe two possible actions or situations.	<i>Would you like tea or coffee?</i>

Reading 5 Complete this text with the words in the box.

and but or so

Companies want to reach more customers, (1) _____ they go online. It is easy to set up an online business (2) _____ it is difficult to design and develop a website that attracts a lot of customers. Hardware (3) _____ software provide basic infrastructure for E-commerce.

Networking, customer interface and payment solutions are very important parts of a company's E-commerce solution. Customers expect a fast and reliable service (4) _____ they will go somewhere else to buy things.

Vocabulary 6 Match the first half of the sentences 1–6 to the second half a–f.

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| 1 Effective product information and | a) I'll check online tutorials. |
| 2 Customers can use their credit cards, PayPal or | b) electronic cheques to pay for transactions. |
| 3 We used a lot of promotions, so | c) you can't touch it. |
| 4 I don't know how to buy online but | d) our sales improved a lot. |
| 5 They want to buy a Cat 5e cable so | e) they search the Internet. |
| 6 In E-commerce you can look at a picture of a product but | f) promotions attract customers. |

Speaking 7 Work in small groups. Talk about an E-commerce website you know and like. Say what is good about it. Use *and*, *so*, *but* and *or*.

Example: *I like the B&Q website. It has ... and ...*

