Impressions

A company's image is like an orchestra. No single instrument is responsible for an orchestra's success or failure. Likewise, the image that a company projects is not based on a single business card, glossy brochure or fashionable display, but on the total impression created by all of these things and more. There are many intangibles that can be critical, like the **reputation** you have, your **principles** and **professionalism**, your **creativity**, and even the warmth of an initial welcome.

For a company to come across well internationally, it also needs to consider the culture of its client or customer. A Finn might take an instant dislike to **extravagance**, a Ghanaian might prefer **innovation** to **tradition**, a Qatari might put personal **rapport** before anything else.

Images can create a negative impression or a positive feeling in a few seconds. If you get it right, that favourable first impression will help in building a successful business relationship.

company. What factors contributed to this?

3 **Match the words in bold in the text in 1 to these definitions.**

1 something that is expensive or wasteful: _____
2 the ability to produce something using imagination or artistic skills: _____
3 a high standard of skill and behaviour: _____
4 friendly understanding: _____
5 new ideas or methods: _____
6 the views generally held about somebody or something: _____
7 strong beliefs that influence actions: _____
8 a way of doing something that's existed for a long time: _____

LIVEWORKSHEETS