

# Introduzione al Commercio Italiano

SECONDA EDIZIONE



# An Introduction to Business Italian

SECOND EDITION

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## PREFACE TO THE SECOND EDITION

**Introduzione al Commercio Italiano** was first published in 1995 as a basic book of the language of Italian commerce to be used for students of Italian at the intermediate level. In the past fifteen years the world of business has grown and changed until it now not only encompasses the G-8, but, indeed, the entire world. Thomas Friedman published his award winning book, *The World Is Flat*, in 2005 in which he brings to light the fact that commerce is accomplished at the speed of light, and that we are all involved in an intricate web of world economics. In consideration of the key role Italy plays in world commerce today, it is essential for a student of Italian to function with an adequate knowledge not only of the language of commerce, but also with the understanding of culture and history that have contributed to Italy's position in our "flat world" of today.

The second edition of **Introduzione al Commercio Italiano** is designed to offer the student an introduction to the basic language of Italian commerce with an emphasis on the spoken language of business. The approach to foreign language teaching in the United States has evolved from a purely grammar/exercise driven activity to a highly complicated activity of conversation, culture, grammar, and aural comprehension. **Introduzione al Commercio Italiano** has been a leader in this concept of language teaching from the onset. The acquisition of language, nevertheless, without a specific purpose proves useless to many young adults living in our rapidly changing world. The present edition concentrates on a contemporary understanding of a specific area, and, at the same time reinforces all areas of language acquisition. Each lesson contains exercise materials, vocabulary, examples of documents, literature and contemporary commercial expressions appropriate to the specific topic of the chapter. In this way the student is offered a virtual commercial experience. Through dialogues the student learns directly to communicate on both a linguistic and cultural level. The second edition of **Introduzione al Commercio Italiano** recognizes, at the same time, that commerce today depends heavily on the information highway and e-business. To this end, the second edition develops the formulary essential to correspondence via e-mail.

**Introduzione al Commercio Italiano** in the present edition embraces all aspects of Italian business life of today from the point of an English speaking individual conducting business in Italy. Initial chapters treat of travel and the regions of Italy in order to give the student an overview of Italy today.

Phraseology regarding levels of formality and courtesy is an important aspect of Italian grammar. Individual chapters study rules and regulations, the various functions and opportunities of the Italian postal service, commercial abbreviations, the banking system, taxes, money exchange, the penal code, insurance, the stock market, industry and agriculture, and personal taxes. In this manner the student is immersed in the world of Italian business in particular and Italian society in general.

The second edition of **Introduzione al Commercio Italiano** takes into consideration the rapidity with which world commerce changes. Through individual conversations, basic phraseology, and an emphasis on computerization, as well as basic grammatical structures and attention to essential cultural aspects, the English speaking student learns the fundamentals of conducting business in the Italy of today.