

Eiken Dual-RSP G2

Reading & Speaking Practice Lesson #12

Story

For many companies, **advertising** is very important for selling products. These companies are always

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Vocabulary

advertising

data

method

consumer

analyze

likely

Questions&Sample Answers

【For coaches : Please teach by “**DUAL METHOD**”】

1) What is very important for selling products?

For many companies advertising is very important for selling products.

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they have becoming interested in data about what people look at online.

4) How can some companies find new customers for their products?

By analyzing data about what people look at online.

45 5) Have you bought anything online?

46 *A:Yes, I have. I often buy things from Amazon.*

47 *B:No, I haven't. I don't trust online retailers.*

48
49 6) Do you think that companies using data about
50 what people look at online is good?

51 *I think it can help companies find the people most
interested in their products, but the information*

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60 8) Why is advertising important for businesses to sell
61 their products?

62 *Because if the consumers who are interested in*
63 *buying their products don't know about them,*
64 *then they will not buy them.*



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