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G2 Reading & Speaking Practice Lesson #12

Story

For many companies, **advertising** is very important for selling products. These companies are always looking for new ways to introduce products to **consumer**. Now, some companies have become interested in **data** about what people look at online.

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Your teacher can send you the complete material.

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method

likely

Questions

1) What is very important for selling products?

For many companies advertising is very important for selling products.

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2) What are many companies always looking for new ways to do?

They are always looking for new ways to introduce products to consumers.

3) What have some companies become interested in?

They have becoming interested in data about

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

I think it can help companies find the people most interested in their products, but the information could be used in bad ways too.

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7) Do you think there is too much advertising in Japan?

Yes, I think so. It seems everywhere you look in Japan there are advertisements.

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

Because if the consumers who are interested in

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