

## Understanding Italian business cards

**Class objective:** I'll be able to use business vocabulary

### Concept A: Greetings

- Buongiorno ("Hello," but literally "Good day")
- This can be used in formal and informal settings, and it's the appropriate greeting to use until the early afternoon.
- Buonasera ("Good evening")
- This is the greeting that you start using in the late afternoon.
- Ciao ("Hello")

This is a very informal way of greeting, and it can be used only in situations where everybody is very informal, or if you know everybody very well.

Now, if you're in a business meeting and need to introduce yourself for the first time, here are the most common formulas:

Piacere ("Nice to meet you," but literally "Pleasure")

It's actually the shorter version of the next phrase.

Piacere di conoscerla ("It's a pleasure to meet you")

Molto piacere ("Really nice to meet you")

This is just another version of the same formula.

In professional settings, you're expected to use the appropriate title to address professionals. Some examples include:

- Dottore / Dottoressa ("Doctor") – This one is also used for anybody with a university degree.
- Avvocato ("Lawyer")
- Ingegnere ("Engineer")
- Architetto ("Architect")

### Concept B: business words and phrases

#### 1 – The Company

Depending on your line of business, you probably work in one of these places:

- Una società / Un'azienda / Un'impresa ("Company")
- Agenzia ("Agency") – usually refers to marketing, advertising, or a generally creative workplace
- Un ufficio (generic "Office")
- Una fabbrica ("Factory") – not to be confused with fattoria, which means "farm"
- Un laboratorio ("Laboratory")
- Because there are many different types of companies, you'll probably hear the following definitions to describe a specific Italian business:
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- Società per Azioni (Spa) is a company with shares in the stock market.

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3. **Method**

- 1. **Study Design**
- 2. **Participants**
- 3. **Intervention**

4. **Results**

- 1. **Primary Outcome**
- 2. **Secondary Outcome**
- 3. **Subgroup Analysis**

5. **Conclusion**

- 1. **Summary**

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- 1. **Table 1**
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