

Martin Doering
... (Straße) ...
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Parfümerie Douglas GmbH
Public Relations / Frau Tanja Stephani
Kabeler Straße 4

58099 Hagen

Berlin, den 14.2.2003

Very honored Mrs. Stephani,

thank you for your nice answer to my letter. In the betweentime I learned many new English and that want I to bewise you. And when the first letter amused you, I thought, it can nothing damage to amuse you again. I am an old Douglas stem-customer and therefrom your welfare lays me on the heart. I work also in an international undertaking (training and consulting), so luckywise I am used to English.

You have so right: Overall – not only in the advertising – English is on the beforemarch, so you look really old out, when you can't withspeak there. Stand you before, in the computer branch would everything be overseated in German: Take we to byplay Microsoft („Winzig-weich“): Their software („Weichware“) would be called „Fenster XP“, „Büro 2000“ or „Kraftpunkt“ – nobody would forestand, around what it goes there (but that seems to be them so as so fullcome sausage).

Or take we the marketing with very much English outpressions: There are to byplay roadshows, events, meetings, flyer, teaser, ... or take we your department-bepainting „public relations“. But there is also a German inriver, that leads to such un-constructions like „den Kunden anteasern“ / „wir haben gemeetet“ (or hots it „gemeatet“?) – don't think, I am a jokecookie or tell you one from the horse, I really heard that! Opensightly pure English is better than these un-words – let we pleasanice the church in the village.

Groundsentencely I agree with you to use an English aduersiting-saying. And when you use it international, it may be even needwendy. But then tomindest the outspeaking should be correct, and this is, what lets my hair to mountain stand. So my onraining is, if someone else with a better outspeaking could say your claim „come in and find out“.

I hope you are amused enough to answer me thereupon.

With friendly greetings