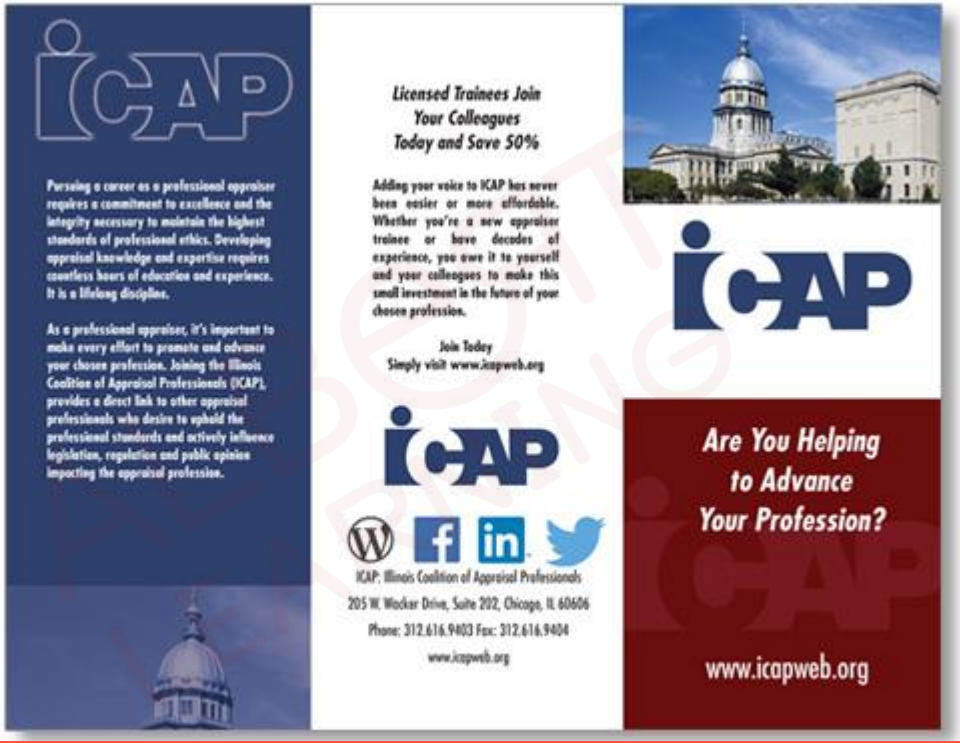

ICAP

Pursuing a career as a professional appraiser requires a commitment to excellence and the integrity necessary to maintain the highest standards of professional ethics. Developing appraisal knowledge and expertise requires countless hours of education and experience. It is a lifelong discipline.

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Company Brochure

A2-B1

Module 10

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Here's What We Will Be Learning in this Presentation:

Summary

- ❑ What Are Company Brochures?
- ❑ Tips On Making A Good Brochure.
- ❑ Exercises.

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Vocabulary

Fold: to bend something, especially paper or cloth, so that one part of it lies on the other part.

Influence: the power to have an effect on people or things, or a person or thing.

Potential: having or showing the capacity to develop into something.

Flimsy: (of material) very thin.

Edge over someone: an advantage over someone.

Inconvenienced: caused trouble or difficulty to.

Tagline: a short, easily remembered phrase that a company uses in its advertisements, especially on television or the internet, so that people will recognize it or its products.

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