

Text A

Designer Labels

The biggest and most profitable companies have large advertising budgets which they can use to make their name familiar. When we are looking for new trainers, clothes or household goods and we have a choice of between two different products – one with a label we have heard of and one which by contrast is unknown to us – we often decide on the product whose name we recognize. It makes us think that we are buying something of reasonable quality which we can trust.

However, if we looked carefully at them, we might find a number of similarities between the two products quite surprising. We often willingly pay extra for the name of the designer or company without actually gaining very much in quality or style. If we were sensible, we should therefore not be persuaded that something is better because of the label on it. But advertising is very effective and, however, hard we try, it is always going to influence our decisions.

Text B

Taking care of nurses

It's a nurse's responsibility to care for her patients and help them recover from their illnesses. This doesn't just mean giving patients medicine. Part of the treatment may involve giving them advice on improving their diet and exercise routines so they can increase their strength and avoid becoming ill again. But who looks after the well-being and fitness of nurses?

While trying to satisfy the demands of a busy schedule, some nurses find it difficult to take the time to take care of themselves. This is especially true of young, inexperienced nurses.

Because nurses have a very active lifestyle and are constantly rushed off their feet, they are unlikely to need any additional exercise. However, many nurses often don't have a balanced diet because they're too busy to eat properly during the working day. This can mean relying on snacks instead of having healthy meals. So some nurses may not be getting the nutrition they need to maintain energy levels or to fight off infectious diseases.