

校對樣品

Proofreading Sample

1.

Brand positioning is ~~optional an elective choice~~ but it ~~can be is an essential requirement important~~ in fashion to avoid ~~confusion in the market the confused happenings in market, which It~~ involves~~d~~ placing the product and ~~the~~ brand system with a series of actions that ~~provides give~~ information to ~~the~~ target audience. Consumers purchase emotions rather than tangible elements. Fashion brands~~s~~ deliver a signature message rather than ~~among a~~ description of product design. Hung (2006) described ~~a how~~ centralised organisation, is ~~the procedures one method to in~~ building a ~~success successful~~ brand in Taiwan. There are three ~~closely related essential~~ elements ~~that are essential to this method~~: image, value and design, ~~and have close relationship between threesome~~. Image is ~~the first a~~ priority in the ~~process progress~~ of branding, which has to be repeatedly communication tools to ensure consumers known, understood and accepted the concept of the brand. ~~The following the delivering of Then~~ value is considered, ~~which intend to transmit more concern deeply and stimulate desire with the intention of stimulating the interest of purchasing on~~ consumers. Consumer inspired to purchase goods because they have received the branding value. If the first two steps ~~have are~~ completed properly, ~~then and~~ the final step is ~~introducing of it~~ design, ~~might go very easily~~. ~~This aims to will collect easily attract~~ the attention of consumers, ~~without much effort~~. Normally a ~~e~~Centralised organisations need to ~~be supported by a sufficient an available~~ budget and resources ~~to support the progress of to achieve~~ successful branding. A strong distribution network and a

Comment [D1]: Do you mean: Emotion drives consumers to buy products more so than the actual item itself.

Comment [D2]: Suggest: Image is a priority in the process of branding; it involves communicating with consumers to ensure that they are fully aware of the brand.

Comment [D3]: This sentence just repeats what the previous sentence says

~~huge~~ large financial resource ~~could make a luxury brand successful, might lead~~
~~a luxury brand to success.~~

2.

~~The A~~airline industry ~~differs from~~ ~~is not~~ normal ~~as~~ retailer industries; ~~therefore~~
it ~~will have~~ ~~has~~ ~~different features that~~ ~~more conditions~~ need to ~~be~~ considered.
~~with in direct market. Furthermore, d~~Databases ~~is~~are very important in every
industry, therefore ~~how to management~~ database ~~management~~ is
~~fundamenta~~essential, ~~even we can buy it very easily.~~ But how to use it in
effective method and try to verification data, validation data, de-duplication
data and merge purge data is one of the important issue. (Tapp, 2002, p.33)
Because the high quality database will save the marketing budget and run the
database more effective as well.

In the reality market, here have several medium can choose for airline and
have more addition issue need to consider, such us budget, respond rate of list
media, privacy issue of internet. ~~In summary, Therefore, two major issues of~~
~~direct marketing include the~~ ~~how to choose and~~ management ~~of the~~ database
~~the use and~~ the effectiveness of the media ~~used~~ to communicate ~~ion~~ with the
target audience. ~~is a big issue of direct marketing.~~

Comment [D4]: Suggest: Important skills involved with database management include the verification, validation, de-duplication and merging of data. These skills will help to effectively manage the budget. (Tapp, 2002, p. 33)

Comment [D5]: Suggest: There are many other issues for airlines to consider including budget, response rate, internet privacy etc.

3.

The findings of this study ~~are~~is limited ~~to on the~~ women who ~~have the ability of~~
~~speech are able to tell and speak;~~ there are many women who have ~~had~~
experiences in the ICU but ~~are unable to~~ ~~could not~~ communicate their needs

verbally. ~~Examples of such individuals include such as~~ those who are discharged from the ICU ~~and have with~~ permanent mechanical ventilation, those who are semiconscious, or those in a vegetative state.

~~Despite it being the main aim, this~~ study only included ~~only~~ women's experiences, which ~~is main aim of this study, however, this~~ disregards the experiences of male Jordanian patients. ~~could be different, including the male patients in the future study and have comparison between the male and female accounts is recommended in the future studies.~~

The study found that the family members had ~~ve~~ also been affected by the patients' critical illnesses, but the study did not explore the family members' experiences. ~~Again, exploring it is recommended to explore~~ the family members' experiences ~~would be recommended of caring for their critically ill patients.~~

The study explored the ~~long~~ long term experiences of the women mainly withing 2 to 4 months after discharge. ~~but these~~ However, these experiences could ~~have be~~ changed over a longer period of time, such as after one ~~year for example,~~ year. Therefore, undertaking future research is recommended to follow up assess the patients for a longer time.

Comment [D6]: Suggest: Results from male patients could have been used to make comparisons against results from female patients; this would be recommended to increase the validity of the study.