

Georg Heunoske

Concept & Text for 360° Communication

Textsamples in English

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World Englishes Japan, International Websites

Text: Georg Heunoske

World Englishes Japan – Corporate Services

The Language of Success

It is easy to write your personal success story - talking, presenting and negotiating professionally, meeting people, exchanging ideas, convincing international clients with a smile. W.E. Executive Direction provides you with the language and the skills you need to succeed on global markets - quickly, efficiently and effortlessly. Initiate your tailor-made Business English program now!

Business Skills Development

In globalized markets, the English language has become a key factor on the road to success. However, there are complex social and psychological aspects involved - the "soft" factors that are just as important as the correct use of grammar. W.E. Executive Direction offers you a unique portfolio of programs that integrate language training as well as developing up-to-date business skills. W.E. Executive Direction is more than a language school: We are experts in driving your success in the real world.

- > International Business
- > International Professional
- > Communication Agent
- > Personal Development

Chevrolet Matiz Launch Promotion Site, Mastertext Europe

Text: Georg Heunoske

Play with Matiz

Create your own Matiz fantasy

Get into the pulsating rhythm of the city. Be glamorous - stage your own Matiz fantasy. Click on a model in the lower right area, drag clothes on it and watch Matiz adapt to your personal style. Then, send your final creation to a friend.

Upper Body > Click to add tops and extras

Legs > Click to add skirts and pants

Shoes > Click to add shoes and boots

Choose background > Click to choose your background

Choose position > Click to choose your model's position

> Send your final creation to a friend.

Le Mar Music Produktion, Homepage

Text: Georg Heunoske

- > **New GLM album "Short Stories"**. Out now on SpiritZone! A breathtaking journey through electronic breaks, dancefloor rhythms and amazing instrumental atmospheres.
- > **New Sampling CD "Studio India"**. 700 MB of superb sounds produced in cooperation with some of the finest studio musicians of India: Now available for listening and direct mailorder from www.bestservic.de/SI.
- > **"Songs An' Trax" released**. Gabriel´s reggae project "Banned-X" presents a great debut album including a cover version of the 70ties reggae classic "Baby I Love You So" by Jacob Miller - and three powerful new vocalists: Ras Abraham, Jah Sesco and MC Mantiz.
- > **24 exciting compilations**. New mixes and remixes from Gabriel on various labels e.g. Ministry of Sound, Millennium Records, Four Music ...
- > **Full artist biography**. Read about Gabriel´s past, present and future: After remixing Sven Väth, Anne Clark and Bob Marley, Gabriel has recently finished a remix for german hip hop star Thomas D.

Cadillac Golf Tour, Press Release

Text: Georg Heunoske (Adaption)

MC meets SRX. RENDEZVOUS OF TITANS

A real story.

Michel Comte was fascinated by the new Cadillac SRX instantly. When his eyes met the SRX for the first time, he felt the thrill of meeting a powerful, sleek animal in the open wilderness.

It was the bold, aesthetic look and feel that attracted his attention. The charisma of a perfectly sculptured body, incorporating practical strengths, not seen before on any other luxury crossover. Immediately, a close friendship and creative dialogue between the car and the photographer started.

And the SRX delivered - the perfect blend of crossover and luxury saloon characteristics that Michel had been looking for.

A powerful engine that could take him and his team where ever they wanted to go. Superior interior style and comfort to keep fastidious models, hurried assistants, wordy friends and demanding customers happy. A stylish exterior, perfect in any setting from remote beach strips to glamorous opera houses.

A perfect relationship between man and machine started - Michel Comte driving the new Cadillac SRX.

Cadillac Golf Tour, Press Release

Text: Georg Heunoske (Adaption)

Cadillac inspires Frenchmen.

Splendid weather, luxurious Cadillacs and a successful golf tournament made the hearts of all golfers beat happily on the weekend of April 23/24th. The place to be was one of the most exclusive golf clubs in France, the "Golf de la Boulie", about 15 minutes south-west of Paris and only 10 minutes from the castle of Versailles.

With its gorgeous double 18-hole course, its 100 years old club building and its beautiful trees, Golf de la Boulie is one of the golf clubs richest in tradition in Europe.

Hosts of the tournament were Cadillac Europe and car dealer "Jean Charles Automobiles" from Paris, one of the most renowned and biggest Cadillac Retailers in Europe. Since 1947, the Jean Charles headquarter is located in the Rue New York 50, close by the banks of the Seine, and opposite of the Eiffel Tower.

The presentation of the new Cadillac models XLR, SRX and CTS found great interest among the participants. The new, sporty Cadillac elegance convinced most of them and subsequently, test drive appointments were made.

In a celebratory speech, Christoph Charles, the general Manager of Jean Charles Automobiles, thanked all participants for their great interest in the tournament, and expressed his pleasant anticipation of the Cadillac Golf Tour event in the next year.

Cadillac XLR Paneuropean Site, Mastertext

Text: Georg Heunoske (Adaption)

Luxury **Under its Skin**

Simply the best: Everything in the XLR breathes style and refinement and has its perfect counterpart in high-tech features.

Innovative interior features include a head-up display and metal-dipped instruments designed by the famed Italian jeweller Bvlgari.

The XLR's innovative seats are heated and cooled and feature integrated speakers.

A high-end sound system with Bose premium speakers as well as a DVD-based navigation system comes as standard.

DVD System **Speak to your XLR**

Your XLR will understand 170 commands and allow you to operate key entertainment and navigation systems.

The XLR head-up display projects your speed, gear engaged, audio settings and other driver information on the XLR's windshield. Your eyes can stay focused on the road.

The DVD-based navigation and entertainment system comes as standard - but there's nothing standard about it. Enjoy the touch screen, the sound system with its 6-disc CD changer and nine Bose® premium speakers. Two speakers with TrueSpace circuitry are mounted into either side of the head restraints