As he was sitting at his desk and thinking about how clever he was, Joe got a phone call. It was Ben Reed, the owner[1] of ***Reed Horse Feed***, a big company that sold horse food all over the world.

"Joe Lang, I want your help," said Mr. Reed. "I'm sure you know that my *Premium Horse Food* is the best horse food in the world."

"Oh, is it?" asked Joe.

"Of course!" answered Mr. Reed. "Every horse that eats *Reed's Premium Horse Food* is strong and healthy, runs fast, looks good and lives a long life.

"We sell *Reed's Premium Horse Food* in every country in the world that raises[2] horses, except[3] one. The *only* country that doesn't buy from us is Egypt[4]."

[1] owner - הבעלים
[2] raises - מְגַדֵל
[3] except - מלבד
[4] Egypt - ארץ מצרים

"Egypt?" asked Joe. "The country with all the pyramids?"

"Yes, exactly. Egypt has many horse farms, with some of the best horses in the world. But they don't buy my horse food! I want you to go to Egypt and make the biggest marketing campaign[1] ever for ***Reed Horse Feed***. What do you say?"

"Hmm... Egypt," thought Joe. "You know, it will be very expensive to do a campaign in Egypt."

"Nothing is expensive for me! Don't worry about money; you'll get a lot of money for this job!" said Mr. Reed. "And if your campaign is good and the horse owners in Egypt start to buy my horse food – you'll get even more money! I want to be the biggest horse food company in the world!"

"I'll think about it and give you an answer tomorrow, Mr. Reed," said Joe and hung up[2].

That night, Joe's dreams were full of pyramids, sand, and horses.

The next morning, Joe called Mr. Reed. "Okay, Mr. Reed. I agree[3] to go to Egypt to market ***Reed Horse Feed***.

"Soon everyone in Egypt will start buying *Reed's Premium Horse Food*," laughed Joe. "Even for their camels[4]!"

[1] campaign - קמפיין, מערכת פרסום שיווקי
[2] hung up - סגר את הטלפון
[3] agree - מסכים
[4] camel - גמל

COMPREHENSIONS QUESTIONS

1. Joe Lang is a marketing expert. Why could only big companies ask Joe to work for them?
   Because Joe _____
2. Who is Mr. Reed? *He is* _____
   Why does Mr. Reed want Joe to make a campaign in Egypt?
   Because Egypt _____
3. Joe thinks that he can make a good campaign in Egypt.
   What does he say that shows this? _____
   _____
4. Where can Joe Lang find out everything about horses?
   _____
5. Does Joe Lang speak Arabic? YES / NO
6. What is the name of Joe's Egyptian helper? _____
7. What do the horses in Egypt eat?
   They eat _____
8. What is Joe's problem with writing advertisements in Egypt?
   He doesn't _____
9. What kind of campaign does Joe decide to do?
   _____

THINK!!

- Why didn't Joe's advertising campaign work?
  _____
  _____
  _____