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Business BENCHMARK

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Business Preliminary

Student's Book
Norman Whitby

2nd Edition

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Introduction

Business Benchmark Second edition Pre-intermediate to Intermediate, is a completely updated and revised course at CEFR B1 level, reflecting contemporary international business in a stimulating way both for people already working and for students who have not yet worked in business.


It teaches the reading, speaking, listening and writing skills needed in today's global workplaces together with essential business vocabulary and grammar.

Business Benchmark Second edition Pre-intermediate to Intermediate is also the most complete preparation material available for *Cambridge English: Business Preliminary*, also known as *Business English Certificate (BEC) Preliminary*, and is officially approved as an exam preparation course by Cambridge ESOL.

The book contains:

- **24 units for classroom study** covering all four skills in a dynamic and integrated way together with work on business vocabulary and grammar. It includes exercises which are informed by the Cambridge Learner Corpus (CLC) – see below.
- Interesting and stimulating listening and reading material, including interviews with real business people.
- Six **Grammar workshops** which revise and extend the grammar work covered in the units and which are informed by the Cambridge Learner Corpus (CLC).
- An eight-page **Writing reference** covering emails, memos, notes, letters and reports.
- A fully-referenced **Word list** with definitions covering key vocabulary from the units and the recording scripts.
- An **Exam skills and Exam practice** section which gives students detailed guidance on how to approach each exam task, the skills required and what the exam task is testing, together with exercises to build up students' exam skills. The Exam practice pages contain a **complete past Cambridge English: Business Preliminary exam**, with answers, supplied by Cambridge ESOL.
- A **full answer key** for all the exercises in the Student's book, including **sample answers** to all the writing tasks.
- **Complete recording transcripts**.

New features in the 2nd edition:

- **An expanded grammar syllabus** including six two-page Grammar workshops. These include exercises based on common grammar and vocabulary mistakes made by Business English students at this level, as shown by the CLC (see below). Exercises based on the CLC are indicated by this symbol: 
- **An expanded writing syllabus** including a new **Writing reference** section with guidance for each writing task and sample answers.
- **Authentic interviews** with real people working in business.
- New topics, texts and recordings reflecting the realities of contemporary international business.
- **Complete revision of all exam-style tasks**, making them closer to real exam tasks.

The Cambridge Learner Corpus (CLC)

The Cambridge Learner Corpus (CLC) is a large collection of exam scripts written by candidates taken from Cambridge ESOL exams around the world. It currently contains over 220,000 scripts, which translates to over 48 million words, and it is growing all the time. It forms part of the Cambridge International Corpus (CIC) and it has been built up by Cambridge University Press and Cambridge ESOL. The CLC currently contains scripts from over:

- 200,000 students
- 170 first languages
- 200 countries

Find out more about the Cambridge Learner Corpus at www.cambridge.org/corpus

Also available are:

- **2 audio CDs**, which include authentic interviews with real business people.
- **Teacher's Resource Book**, which includes photocopiable activities and case studies.
- **Personal Study Book**, which includes activities and exercises as well as a **self-study writing supplement**.

Map of the book

	Unit	Reading	Listening
Company profiles	1 The working day 10–13	<ul style="list-style-type: none">Changing places: job swapping at work	<ul style="list-style-type: none">Being a PA
	2 Online communication 14–17	<ul style="list-style-type: none">The power of word of mouse: an article on the power of online customer opinions	<ul style="list-style-type: none">Email addresses
	3 Company growth 18–21	<ul style="list-style-type: none">Haier: an article about the history of a Chinese companyAn article about how to think of good business ideas	<ul style="list-style-type: none">Growing pains: an interview with a business consultant about company growth
	4 Corporate culture 22–25	<ul style="list-style-type: none">What kind of company culture would suit you?: reading and answering a quiz	<ul style="list-style-type: none">Describing changes in a company: a conversation on the phone
Grammar workshop 1 (Units 1–4) 26–27 Present simple and present continuous; Position of time phrases; Past simple and past continuous			
Production and selling	5 Describing equipment 28–31	<ul style="list-style-type: none">Problems with equipment: emails and headings on a form	<ul style="list-style-type: none">Describing dimensions of products: conversations with colleagues and suppliersThe gizmo game: listening to the uses of a gadget
	6 Processes and procedures 32–35	<ul style="list-style-type: none">Waratah: an article on an Australian clothing companyShort texts: notices, notes and messages	<ul style="list-style-type: none">Chanel No. 5: an interview about a production process
	7 Distribution and delivery 36–39	<ul style="list-style-type: none">Selling your product abroad: an articleWorkplace signs and notices	<ul style="list-style-type: none">Telephone conversations: information about orders and deliveries
	8 Advertising and marketing 40–43	<ul style="list-style-type: none">Descriptions of advertising mediaSingapore Airlines: an article on the branding of an airline	<ul style="list-style-type: none">Description of how a product is advertised
Grammar workshop 2 (Units 5–8) 44–45 Passive forms; Modal verbs; <i>because</i> and <i>so</i>			
Business travel	9 Making arrangements 46–49		<ul style="list-style-type: none">Making and changing appointments: voicemail messages and phone conversations; Future intentions and predictions: short extracts
	10 Transport 50–53	<ul style="list-style-type: none">Travel arrangements: notices and short messages; Eurostar: an article on train travel	<ul style="list-style-type: none">A travel anecdote
	11 Working holidays 54–57	<ul style="list-style-type: none">Netflix: an article about a company’s holiday policy; Thinking outside the box: an article on offsite meetings	<ul style="list-style-type: none">Half holidays: a conversation between two employees
	12 Conferences 58–61	<ul style="list-style-type: none">Short texts: feedback on conferences	<ul style="list-style-type: none">Discussing possible venues for a conference: a conversation between colleagues; A welcome speech at a conference
Grammar workshop 3 (Units 9–12) 62–63 Future forms; Contrast words; Comparatives and superlatives			

	Writing	Speaking	Vocabulary	Grammar
		<ul style="list-style-type: none">Describing jobs; asking other people about their job	<ul style="list-style-type: none">Job titles and describing jobs; names of company departments	<ul style="list-style-type: none">present simple and present continuous; time expressions; state verbs
	<ul style="list-style-type: none">Set phrases for emails and lettersWriting emails: formal and informal styles		<ul style="list-style-type: none">Computer terms; email and website terms	
		<ul style="list-style-type: none">Asking about the history of a company: past simple questions		<ul style="list-style-type: none">Past simple: regular and irregular verbs and spelling of past simple forms; Past continuous
	<ul style="list-style-type: none">An all staff email	<ul style="list-style-type: none">Asking questions about companies and jobs	<ul style="list-style-type: none">Finding and recording collocations	
		<ul style="list-style-type: none">Describing objects	<ul style="list-style-type: none">Vocabulary to describe objects: component parts, shapes, dimensions, materials; Describing problems with equipment	
	<ul style="list-style-type: none">An email to your manager	<ul style="list-style-type: none">Passive forms: guessing true and false sentences	<ul style="list-style-type: none">Verbs to describe processes	<ul style="list-style-type: none">The present passive
		<ul style="list-style-type: none">Role-play: a telephone call to a supplier		<ul style="list-style-type: none">Modal verbs of obligation
	<ul style="list-style-type: none">A promotional letter	<ul style="list-style-type: none">Describing a product and how it is advertised	<ul style="list-style-type: none">Vocabulary to talk about advertising and marketing; Language to describe cause and effect	<ul style="list-style-type: none">Words to describe causes and effects
		<ul style="list-style-type: none">Role-play: making an appointment; Role-play: planning a sales event	<ul style="list-style-type: none">Language for making appointments	<ul style="list-style-type: none">Present continuous for future arrangements; <i>will</i> and <i>going to</i> future forms
	<ul style="list-style-type: none">A letter responding to an invitation		<ul style="list-style-type: none">Vocabulary for air travel	<ul style="list-style-type: none">Contrast words
		<ul style="list-style-type: none">Discussion: how to make decisions		<ul style="list-style-type: none">Comparatives: <i>as...as</i> structures
	<ul style="list-style-type: none"><i>grateful</i> and <i>pleased</i>: an email confirming a booking	<ul style="list-style-type: none">Role-play: finding out about conference facilities		<ul style="list-style-type: none">Superlatives

	Unit	Reading	Listening
Business relationships	13 New places, new people 64–67	• Career advice: letters to an advice column	• An interview with someone who has changed career
	14 Corporate gift-giving 68–71	• Promotional gifts: an article	• An interview about corporate gift giving
	15 Teamwork 72–75	• Descriptions of team building events; Kaizen: an article	• Creating good teams: a presentation
	16 Thinking globally 76–79	• Global HR management: an article	• Working in an international team: short extracts
Grammar workshop 4 (Units 13–16) 80–81 Present perfect and past simple; <i>a/an</i> and <i>some</i> ; Articles; Quantity expressions; Word types			
Finance	17 Describing statistics 82–85	• Interpreting bar charts	• Listening to statistical information: short extracts
	18 Company finances 86–89	• Café Coffee Day: an article on the growth of the Indian coffee shop	• An interview with the employee of a company that helps failing businesses
	19 Investments 90–93	• Shares and the stock exchange: a web page; Short articles from the financial news; Men and women’s investments: an article	• An interview with someone who works in investor relations
	20 Starting up 94–97	• Teenage entrepreneurs: reading and comparing two articles; Kalido: an article on funding	• Radio interview: the marketing director of a business support service
Grammar workshop 5 (Units 17–20) 98–99 Adjectives and adverbs; Reference words; <i>which</i> , <i>what</i> and <i>that</i> ; Prepositions			
Human resources	21 Job applications 100–103	• Writing your CV: a book extract	• An interview with a careers adviser
	22 Recruitment 104–107	• Preparing for an interview: extract from a book giving advice; Interview questions: an article	• An interview with someone who works for a recruitment agency
	23 Staff development 108–111	• Advertisements for training courses: a memo and an advert; Sport and business: an article	• 360 degree feedback: a radio interview
	24 Employee productivity 112–115	• A business report	• An extract from a meeting; Radio interview on work situations: short extracts
Grammar workshop 6 (Units 21–24) 116–117 Conditionals; Infinitive and <i>-ing</i> forms			
Communication activities		118	
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	Writing	Speaking	Vocabulary	Grammar
		<ul style="list-style-type: none">• Role-play: interviewing someone about a job change		<ul style="list-style-type: none">• Present perfect: time expressions; Present perfect versus past simple
	<ul style="list-style-type: none">• A thank you letter to a business host			<ul style="list-style-type: none">• Countable and uncountable nouns; Articles
		<ul style="list-style-type: none">• Discussion: planning a team building event	<ul style="list-style-type: none">• Suffixes: word building	
	<ul style="list-style-type: none">• An email requesting information	<ul style="list-style-type: none">• Promoting a city: giving a speech	<ul style="list-style-type: none">• Global management	<ul style="list-style-type: none">• Expressions of quantity
	<ul style="list-style-type: none">• A description of a line graph	<ul style="list-style-type: none">• Describing figures and trends	<ul style="list-style-type: none">• Describing trends	<ul style="list-style-type: none">• Adjectives and adverbs
		<ul style="list-style-type: none">• Discussing company information	<ul style="list-style-type: none">• Finance vocabulary	<ul style="list-style-type: none">• Pronouns and reference words
			<ul style="list-style-type: none">• Stocks and shares	
	<ul style="list-style-type: none">• Writing a letter to express an interest in a new product	<ul style="list-style-type: none">• Giving a summary of an article	<ul style="list-style-type: none">• Collocation sets: time and money	<ul style="list-style-type: none">• <i>which/who/that/where</i> clauses
	<ul style="list-style-type: none">• Letter inviting a candidate for interview; Letter giving the result of an application; Letters giving good and bad news		<ul style="list-style-type: none">• Headings for CVs; Describing application procedures	
	<ul style="list-style-type: none">• An email to a recruitment agency	<ul style="list-style-type: none">• Discussing qualities needed in candidates for a job vacancy	<ul style="list-style-type: none">• Employment vocabulary	<ul style="list-style-type: none">• First and second conditionals
	<ul style="list-style-type: none">• Filling in a form; An email to book a place on a course		<ul style="list-style-type: none">• Sports vocabulary in business	
	<ul style="list-style-type: none">• Completing a business report	<ul style="list-style-type: none">• Ways to improve employee productivity		<ul style="list-style-type: none">• Infinitive and <i>-ing</i> forms; Grammar revision

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