

# Map of the book

	Unit	Reading	Listening	Writing
Human resources	<b>1 Staff development and training</b> 8–11	<ul style="list-style-type: none"><li>Recruitment brochure</li><li>Training at Deloitte in China</li></ul>	<ul style="list-style-type: none"><li>Training course: Skills Development College</li></ul>	
	<b>2 Job descriptions and job satisfaction</b> 12–15		<ul style="list-style-type: none"><li>A human resources manager</li><li>What I like about my job</li></ul>	<ul style="list-style-type: none"><li>Staff training report</li></ul>
	<b>3 Getting the right job</b> 16–19	<ul style="list-style-type: none"><li>Job satisfaction at Sony Mobile Communications</li></ul>	<ul style="list-style-type: none"><li>Advice on job applications</li><li>What is important when doing a job interview?</li></ul>	<ul style="list-style-type: none"><li>A website entry</li><li>A short email and an email of a job application</li></ul>
	<b>4 Making contact</b> 20–23	<ul style="list-style-type: none"><li>A telephone quiz</li><li>Phone-answering tips</li></ul>	<ul style="list-style-type: none"><li>An occupational psychologist</li><li>A phone call to a hotel</li><li>Enquiring about a job</li></ul>	
Grammar workshop 1 (Units 1–4) 24–25    Countable and uncountable nouns; Past perfect and past simple; Talking about large and small				
Marketing	<b>5 Breaking into the market</b> 26–29	<ul style="list-style-type: none"><li>Promoting AXE</li><li>Going viral in India and China</li></ul>	<ul style="list-style-type: none"><li>Supermarkets' own brands</li></ul>	
	<b>6 Launching a product</b> 30–33	<ul style="list-style-type: none"><li>The Drink Me Chai success story</li></ul>	<ul style="list-style-type: none"><li>Developing and launching Drink Me Chai</li><li>Launching and promoting a new product</li></ul>	<ul style="list-style-type: none"><li>A marketing report</li></ul>
	<b>7 A stand at a trade fair</b> 34–37	<ul style="list-style-type: none"><li>The London Contemporary Design Show</li><li>Preparing an exhibition stand</li><li>A reply to an email</li></ul>	<ul style="list-style-type: none"><li>Phoning 100percentdesign</li></ul>	<ul style="list-style-type: none"><li>An email giving information</li><li>An email making an enquiry</li><li>An email answering enquiries</li><li>A memo to staff</li></ul>
	<b>8 Being persuasive</b> 38–41	<ul style="list-style-type: none"><li>The art of agreeing</li><li>An email summarising an agreement</li></ul>	<ul style="list-style-type: none"><li>What makes people persuasive</li><li>People negotiating a sale at a trade fair</li></ul>	<ul style="list-style-type: none"><li>An email correcting information</li><li>An email confirming terms</li></ul>
Grammar workshop 2 (Units 5–8) 42–43    Infinitives and verb + -ing; Prepositions in phrases describing trends; Formal requests; First and				
Entrepreneurship	<b>9 Starting a business</b> 44–47	<ul style="list-style-type: none"><li>An international franchise</li><li>A letter to a franchiser</li></ul>	<ul style="list-style-type: none"><li>Why start your own business?</li></ul>	<ul style="list-style-type: none"><li>A letter of enquiry</li></ul>
	<b>10 Financing a start-up</b> 48–51	<ul style="list-style-type: none"><li>Raising finance</li></ul>	<ul style="list-style-type: none"><li>Setting up a food consultancy</li><li>Carter Bearings</li></ul>	
	<b>11 Expanding into Europe</b> 52–55	<ul style="list-style-type: none"><li>Heidelberg Technology Park vs. Biopôle, Lausanne</li><li>A proposal</li></ul>	<ul style="list-style-type: none"><li>A new location in Europe</li></ul>	<ul style="list-style-type: none"><li>A proposal</li></ul>
	<b>12 Presenting your business idea</b> 56–59	<ul style="list-style-type: none"><li>Making the most of presentations</li></ul>	<ul style="list-style-type: none"><li>Signalling the parts of a presentation</li></ul>	
Grammar workshop 3 (Units 9–12) 60–61    Prepositions in time clauses; Linking ideas; Can and could				

	Speaking	Vocabulary	Language work
	<ul style="list-style-type: none"><li>• Discussion: job benefits</li><li>• Discussion: who should pay for training?</li><li>• Role-play: planning a training course</li></ul>	<ul style="list-style-type: none"><li>• Recruitment brochure: <i>ability, certificate, course, etc.</i></li><li>• <i>work, job, training, training course</i></li></ul>	<ul style="list-style-type: none"><li>• Countable and uncountable nouns</li></ul>
	<ul style="list-style-type: none"><li>• Discussion: activities you would enjoy in a job</li><li>• Discussion: first impressions and enthusiasm</li><li>• Discussion: what I enjoy about my job/studies</li></ul>	<ul style="list-style-type: none"><li>• Job responsibilities</li><li>• <i>staff, employee, member of staff</i></li></ul>	<ul style="list-style-type: none"><li>• Asking questions</li><li>• Expressing likes</li><li>• Introducing reasons</li></ul>
	<ul style="list-style-type: none"><li>• Discussion: things which make somewhere a great place to work</li><li>• Discussion: the format of letters and emails</li><li>• Short talk: what is important when doing a job interview?</li></ul>	<ul style="list-style-type: none"><li>• Phrases expressing enthusiasm</li><li>• Adjective forms</li></ul>	
	<ul style="list-style-type: none"><li>• Discussion: first impressions</li><li>• Role-play: phoning a hotel</li><li>• Short talk: what is important when making a business telephone call?</li><li>• Role-play: enquiring about a job</li><li>• Discussion: deciding who should go on a course</li></ul>		<ul style="list-style-type: none"><li>• Talking about large and small differences</li></ul>
differences			
	<ul style="list-style-type: none"><li>• Discussion: advantages and disadvantages of different promotional methods</li><li>• Role-play: launching a shampoo</li><li>• Short talk: a clothing brand</li></ul>	<ul style="list-style-type: none"><li>• <i>launch, plays, etc.</i></li></ul>	<ul style="list-style-type: none"><li>• Infinitive or verb + <i>-ing</i></li></ul>
	<ul style="list-style-type: none"><li>• Discussion: new products</li><li>• Role-play: an interior design company</li></ul>		<ul style="list-style-type: none"><li>• Prepositions in phrases describing trends</li></ul>
	<ul style="list-style-type: none"><li>• Discussion: how companies can promote products at trade fairs</li><li>• Discussion: choosing a design</li></ul>	<ul style="list-style-type: none"><li>• <i>find out, learn, know, teach</i></li></ul>	<ul style="list-style-type: none"><li>• Formal requests</li></ul>
	<ul style="list-style-type: none"><li>• Discussion: what makes people persuasive</li><li>• Role-play: breaking the ice</li><li>• Role-play: exchanging information about a product</li><li>• Short talk: what is important when negotiating?</li><li>• Role-play: negotiating a deal</li></ul>		<ul style="list-style-type: none"><li>• First and second conditionals</li></ul>
second conditionals			
	<ul style="list-style-type: none"><li>• Role-play: buying into a franchise</li></ul>	<ul style="list-style-type: none"><li>• <i>concept, gross revenue, etc.</i></li><li>• Financial terms</li></ul>	<ul style="list-style-type: none"><li>• Prepositions in time phrases</li></ul>
	<ul style="list-style-type: none"><li>• Role-play: advice about starting a business</li><li>• Short talk: what is important when looking for finance?</li></ul>	<ul style="list-style-type: none"><li>• Raising finance</li><li>• Noun phrases connected with starting companies</li><li>• <i>assets, collateral, etc.</i></li></ul>	
	<ul style="list-style-type: none"><li>• Discussion: what factors are important when choosing a location?</li><li>• Discussion: choosing the best location</li></ul>	<ul style="list-style-type: none"><li>• <i>place, space, room; opportunity, possibility, option</i></li></ul>	<ul style="list-style-type: none"><li>• Making recommendations</li></ul>
	<ul style="list-style-type: none"><li>• Discussion: which things are important when giving a presentation?</li><li>• Structuring a presentation</li><li>• Giving a short presentation</li><li>• Role-play: presenting your business idea</li></ul>		<ul style="list-style-type: none"><li>• Phrases signalling parts of a presentation</li><li>• <i>Can and could</i></li></ul>

	Unit	Reading	Listening	Writing
Business abroad	<b>13</b> Arranging business travel 62–65	<ul style="list-style-type: none"><li>How business travel is changing</li></ul>	<ul style="list-style-type: none"><li>A sales manager talking about business travel</li><li>Conference problems</li></ul>	<ul style="list-style-type: none"><li>Arranging to travel: an email agreeing to a request and making suggestions</li><li>An email giving information and instructions</li></ul>
	<b>14</b> Business conferences 66–69	<ul style="list-style-type: none"><li>Making the most of business conferences</li></ul>	<ul style="list-style-type: none"><li>Arranging conference facilities</li><li>Networking at a conference</li><li>A destination management company (DMC)</li></ul>	<ul style="list-style-type: none"><li>An email giving instructions</li></ul>
	<b>15</b> Business meetings 70–73	<ul style="list-style-type: none"><li>A survey of meetings</li></ul>	<ul style="list-style-type: none"><li>Talking about meetings</li><li>Looking for solutions</li></ul>	<ul style="list-style-type: none"><li>An email about a business trip</li></ul>
	<b>16</b> Spending the sales budget 74–77	<ul style="list-style-type: none"><li>DF Software</li></ul>	<ul style="list-style-type: none"><li>Spanish sales</li><li>A report on the use of private company jets</li></ul>	<ul style="list-style-type: none"><li>A report on the use of private company jets</li></ul>
Grammar workshop 4 (Units 13–16) 78–79    Modal verbs: perfect forms; Referencing; Passives				
Change	<b>17</b> Social media and business 80–83	<ul style="list-style-type: none"><li>Some ways of using social media</li><li>An email introducing a company</li></ul>	<ul style="list-style-type: none"><li>Social media and customers</li></ul>	<ul style="list-style-type: none"><li>An email arranging a meeting</li><li>An email introducing a company and asking for information</li></ul>
	<b>18</b> Business and the environment 84–87	<ul style="list-style-type: none"><li>The green office</li></ul>	<ul style="list-style-type: none"><li>An environmental consultant</li></ul>	<ul style="list-style-type: none"><li>A memo asking for suggestions</li><li>An email giving suggestions</li></ul>
	<b>19</b> A staff survey 88–91	<ul style="list-style-type: none"><li>Reading a report</li></ul>	<ul style="list-style-type: none"><li>Staff reactions</li><li>Calls to HR</li></ul>	<ul style="list-style-type: none"><li>A survey report</li></ul>
	<b>20</b> Offshoring and outsourcing 92–95	<ul style="list-style-type: none"><li>When should we outsource?</li></ul>	<ul style="list-style-type: none"><li>Outsourcing IT</li></ul>	<ul style="list-style-type: none"><li>A proposal for outsourcing</li></ul>
Grammar workshop 5 (Units 17–20) 96–97    The definite article; Tense changes in reported speech; Third conditional				
Customer relations	<b>21</b> Customer satisfaction and loyalty 98–101	<ul style="list-style-type: none"><li>From satisfaction to loyalty</li><li>A memo</li></ul>	<ul style="list-style-type: none"><li>Encouraging customer loyalty</li></ul>	<ul style="list-style-type: none"><li>An email apologising and explaining why you'll be late</li></ul>
	<b>22</b> Communication with customers 102–105	<ul style="list-style-type: none"><li>Training in customer communication skills</li><li>Turning complaints to your advantage</li></ul>	<ul style="list-style-type: none"><li>Customer communication at Not Just Food</li></ul>	
	<b>23</b> Corresponding with customers 106–109	<ul style="list-style-type: none"><li>A letter about a new service</li><li>An email from a dissatisfied customer</li></ul>	<ul style="list-style-type: none"><li>Preparing a letter or email of complaint</li></ul>	<ul style="list-style-type: none"><li>A letter informing about a new service</li><li>A letter of complaint</li></ul>
	<b>24</b> Business across cultures 110–113	<ul style="list-style-type: none"><li>Working in another culture</li><li>A job advertisement</li></ul>	<ul style="list-style-type: none"><li>A short talk</li><li>Working in China and working in Europe</li></ul>	<ul style="list-style-type: none"><li>An email announcing a job opportunity</li></ul>
Grammar workshop 6 (Units 21–24) 114–115    Relative clauses; Which pronoun: <i>it</i> , <i>this</i> or <i>that</i> ?; Expressing results				
	Writing reference	116		
	Word lists	125		
	Exam skills and Exam practice	133–165		
	Contents of exam section	133		
	Answer key	166		
	Transcripts	184		

	Speaking	Vocabulary	Language work
	<ul style="list-style-type: none"><li>• Discussion: why business people need to travel</li><li>• Short talks: what is important when deciding when to travel on business?</li><li>• Discussion: social media</li><li>• Discussion: planning a business trip</li></ul>	<ul style="list-style-type: none"><li>• <i>travel, journey, trip</i></li></ul>	<ul style="list-style-type: none"><li>• Modal verbs: perfect forms</li></ul>
	<ul style="list-style-type: none"><li>• Discussion: why business people go to conferences</li><li>• Discussion: selecting staff to go to a conference</li><li>• Role-play: networking at a conference</li><li>• Discussion: organising a conference</li></ul>		
	<ul style="list-style-type: none"><li>• Discussion: how meetings should be conducted</li><li>• Summarising results of a survey</li><li>• Role-play: a meeting at a medical equipment company</li></ul>	<ul style="list-style-type: none"><li>• Collocations describing reasons for meetings</li><li>• Collocations with <i>meeting</i></li><li>• <i>crucial, priceless, etc.</i></li></ul>	<ul style="list-style-type: none"><li>• Referencing</li></ul>
	<ul style="list-style-type: none"><li>• Discussion: aspects of sales</li></ul>		<ul style="list-style-type: none"><li>• Making recommendations</li><li>• Using the passive to express opinions and ideas</li></ul>
	<ul style="list-style-type: none"><li>• Discussion: how social media can help people in their jobs</li><li>• Discussion: how to use social media</li></ul>	<ul style="list-style-type: none"><li>• Verb–noun collocations</li></ul>	<ul style="list-style-type: none"><li>• When to use <i>the</i></li></ul>
	<ul style="list-style-type: none"><li>• Discussion: how to make offices more environmentally friendly</li><li>• Short talk: what is important when making a workplace environmentally friendly?</li><li>• Discussion: how work will change in the future</li></ul>	<ul style="list-style-type: none"><li>• <i>issues, impact, etc.</i></li><li>• <i>way or method</i></li></ul>	<ul style="list-style-type: none"><li>• Expressing causes</li></ul>
	<ul style="list-style-type: none"><li>• Discussion: the advantages and disadvantages to changes in working conditions</li><li>• Discussion: improving working conditions</li></ul>	<ul style="list-style-type: none"><li>• Words and phrases expressing numbers</li></ul>	<ul style="list-style-type: none"><li>• Reporting verbs and reported speech</li></ul>
	<ul style="list-style-type: none"><li>• Discussion: advantages and disadvantages of offshoring and outsourcing</li><li>• Short talk: what is important when deciding what business activities to outsource?</li><li>• Discussion: outsourcing and offshoring: the pros and cons</li></ul>		<ul style="list-style-type: none"><li>• Third conditional</li></ul>
	<ul style="list-style-type: none"><li>• Discussion: dissatisfied customers</li><li>• Discussion: relationships with customers</li><li>• Short talk: a staff meeting</li></ul>	<ul style="list-style-type: none"><li>• <i>revenue, outcome, etc.</i></li></ul>	<ul style="list-style-type: none"><li>• Relative clauses</li></ul>
	<ul style="list-style-type: none"><li>• Discussion: the best method of communicating different things</li><li>• Discussion: why companies lose customers</li><li>• Discussion: complaining</li></ul>	<ul style="list-style-type: none"><li>• Adjective–noun collocations</li></ul>	
	<ul style="list-style-type: none"><li>• Discussion: launching new services</li><li>• Discussion: what you should put in a letter of complaint</li></ul>	<ul style="list-style-type: none"><li>• <i>last</i> and <i>latest</i></li></ul>	<ul style="list-style-type: none"><li>• Expressing results</li></ul>
	<ul style="list-style-type: none"><li>• Discussion: typical parts of business culture</li><li>• Presentation: what is important when going to work in a foreign country?</li><li>• Discussion: selecting staff to work abroad</li></ul>		<ul style="list-style-type: none"><li>• Phrases followed by a verb + <i>-ing</i></li></ul>