

Map of the book

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

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

	Unit	Reading	Listening	Writing
Business abroad	13 Arranging business travel 62–65	<ul style="list-style-type: none">How business travel is changing	<ul style="list-style-type: none">A sales manager talking about business travelConference problems	<ul style="list-style-type: none">Arranging to travel: an email agreeing to a request and making suggestionsAn email giving information and instructions
	14 Business conferences 66–69	<ul style="list-style-type: none">Making the most of business conferences	<ul style="list-style-type: none">Arranging conference facilitiesNetworking at a conferenceA destination management company (DMC)	<ul style="list-style-type: none">An email giving instructions
	15 Business meetings 70–73	<ul style="list-style-type: none">A survey of meetings	<ul style="list-style-type: none">Talking about meetingsLooking for solutions	<ul style="list-style-type: none">An email about a business trip
	16 Spending the sales budget 74–77	<ul style="list-style-type: none">DF Software	<ul style="list-style-type: none">Spanish salesA report on the use of private company jets	<ul style="list-style-type: none">A report on the use of private company jets
Grammar workshop 4 (Units 13–16) 78–79 Modal verbs: perfect forms; Referencing; Passives				
Change	17 Social media and business 80–83	<ul style="list-style-type: none">Some ways of using social mediaAn email introducing a company	<ul style="list-style-type: none">Social media and customers	<ul style="list-style-type: none">An email arranging a meetingAn email introducing a company and asking for information
	18 Business and the environment 84–87	<ul style="list-style-type: none">The green office	<ul style="list-style-type: none">An environmental consultant	<ul style="list-style-type: none">A memo asking for suggestionsAn email giving suggestions
	19 A staff survey 88–91	<ul style="list-style-type: none">Reading a report	<ul style="list-style-type: none">Staff reactionsCalls to HR	<ul style="list-style-type: none">A survey report
	20 Offshoring and outsourcing 92–95	<ul style="list-style-type: none">When should we outsource?	<ul style="list-style-type: none">Outsourcing IT	<ul style="list-style-type: none">A proposal for outsourcing
Grammar workshop 5 (Units 17–20) 96–97 The definite article; Tense changes in reported speech; Third conditional				
Customer relations	21 Customer satisfaction and loyalty 98–101	<ul style="list-style-type: none">From satisfaction to loyaltyA memo	<ul style="list-style-type: none">Encouraging customer loyalty	<ul style="list-style-type: none">An email apologising and explaining why you'll be late
	22 Communication with customers 102–105	<ul style="list-style-type: none">Training in customer communication skillsTurning complaints to your advantage	<ul style="list-style-type: none">Customer communication at Not Just Food	
	23 Corresponding with customers 106–109	<ul style="list-style-type: none">A letter about a new serviceAn email from a dissatisfied customer	<ul style="list-style-type: none">Preparing a letter or email of complaint	<ul style="list-style-type: none">A letter informing about a new serviceA letter of complaint
	24 Business across cultures 110–113	<ul style="list-style-type: none">Working in another cultureA job advertisement	<ul style="list-style-type: none">A short talkWorking in China and working in Europe	<ul style="list-style-type: none">An email announcing a job opportunity
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	133–163		
	Contents of exam section	133		
	Answer key	165		
	Transcripts	183		

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