

Cambridge University Press 978-0-521-74341-9 - English for Business Studies Student's Book: A Course for Business Studies and Economics Students, Third Edition Ian MacKenzie Table of Contents More information



Contents

Thanks	3		
Introduction to the learner	6		
Map of the book	7		
Management		Economics	
1 Management	10	22 Government and taxation	109
2 Work and motivation	15	23 The business cycle	114
3 Company structure	21	24 Corporate social responsibility	119
4 Managing across cultures	26	25 Efficiency and employment	124
5 Recruitment	30	26 Exchange rates	128
6 Women in business	38	27 International trade	132
		28 Economics and ecology	136
Production			
7 The different sectors of the economy	42	Role cards	142
8 Production	47	Audio scripts	156
9 Logistics	51	Appendix 1: How to give a good	181
10 Quality	56	presentation	
		Appendix 2: Writing emails, letters	185
Marketing		and reports	
11 Products	60	Acknowledgements	190
12 Marketing	64		
13 Advertising	69		
Finance			
14 Banking	73		
15 Venture capital	77		
16 Bonds	81		
17 Stocks and shares	86		
18 Derivatives	91		
19 Accounting and financial statements	95		
20 Market structure and competition	100		
21 Takeovers	105		

Contents 5