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Business Vantage

Student's Book
Guy Brook-Hart

2nd Edition

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Introduction

Business Benchmark Second edition Upper Intermediate is a completely updated and revised course at CEFR B2 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 Upper Intermediate is also the most complete preparation material available for *Cambridge English: Business Vantage*, also known as *Business English Certificate (BEC) Vantage*, 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 essential business vocabulary and grammar.
- Authentic listening and reading material, including interviews with real business people.
- Six **Grammar workshops** which explain and extend the grammar work covered in the units and which are informed by the Cambridge Learner Corpus (CLC) – see right.
- A nine-page **Writing reference** covering emails, memos, letters, reports and proposals, and a function bank.
- A fully referenced **Word list** with definitions, covering key vocabulary from the units and the transcripts.
- 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 Business Vantage 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

- **Updated grammar and vocabulary** exercises based on correcting 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: 
- New **Writing reference** section with guidance for each type of writing task and sample answers.
- 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 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:

- **two audio CDs**, which include authentic interviews with real business people.
- **Teacher's Resource Book**, which includes detailed lesson notes plus 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	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 + -ing; 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; Can and could				

	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</i> and <i>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		
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	Exam skills and Exam practice	133–165		
	Contents of exam section	133		
	Answer key	166		
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	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>