

Map of the book

	Discussion	Texts	Language work	Skills	Case study
Unit 1 Brands page 6	Talk about your favourite brands Discuss two authentic product promotions	Reading: Outsourcing production – <i>Financial Times</i> Listening: An interview with a brand consultant	Words that go with brand and product Present simple and present continuous	Taking part in meetings 1	Caferoma: Solve the problems of a leading brand Writing: e-mail
Unit 2 Travel page 14	Talk about your travel experiences	Reading: Air rage – <i>Guardian</i> Listening: A business traveller's priorities	British and American travel words Talking about the future	Making arrangements on the telephone	Work, rest and play: Choose a suitable hotel for a seminar in France Writing: e-mail
Unit 3 Organisation page 22	Rank status symbols in order of importance	Reading: Flexibility in the workplace – <i>Fast Company</i> Listening: An interview with the partner of a management consultancy	Words and expressions to describe company structure Noun combinations	Socialising: introductions and networking	Auric Bank: Choose the best way to reorganise customer services. Writing: report
Unit 4 Change page 30	Discuss attitudes to change in general and at work Rank stressful situations	Reading: Change in retailing – <i>Financial Times</i> Listening: An interview with a business transformation director	Words for describing change Past simple and present perfect	Taking part in meetings 2	Acquiring Metro: Agree on changes at a company that has been taken over Writing: action minutes
Unit 5 Money page 38	Do a quiz and discuss attitudes to money	Reading: Two financial reports – <i>Financial Times</i> Listening: An interview with the founder of a finance firm	Words and expressions for talking about finance Describing trends	Dealing with figures	Angel Investments: Choose a company to invest in Writing: e-mail
Unit 6 Advertising page 46	Discuss authentic advertisements Discuss good and bad advertising practices	Reading: Successful advertising – <i>Guardian</i> Listening: An interview with the head of planning at an advertising agency	Words and expressions for talking about advertising Articles: <i>a, an, the</i> , zero article	Starting presentations	Focus Advertising: Create and present an advertising campaign Writing: summary
Unit 7 Cultures page 54	Discuss the importance of cultural awareness in business	Reading: Advice for doing business across cultures Listening: An interview with a trainer in cultural awareness	Idioms for talking about business relationships Modals of advice, obligation and necessity	Social English See also: the social-cultural game on pages 138 and 139	Visitors from China: Plan a visit by a Chinese manufacturer Writing: e-mail
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Discussion

Texts

Language work

Skills

Case study

Unit 8 Employment

page 68

Choose the most important qualities for getting a job

Describe best and worse experiences at work

Reading: Retaining good staff – *Financial Times*

Listening: An interview with an executive search consultant

Words to describe the recruitment process and personal character

Indirect questions and statements

Managing meetings

Slim Gyms: Choose the best candidate for the job of General Manager

Writing: letter

Unit 9 Trade

page 76

Discuss ideas about globalisation

Reading: Fair trade – *Guardian*

Listening: An interview with an expert on negotiating

Words for talking about international trade

Conditions

Negotiating

Ashbury Guitars: Negotiate a deal with an overseas guitar manufacturer

Writing: e-mail

Unit 10 Quality

page 84

Discuss ideas of quality

Reading: Old-fashioned quality – *Financial Times*

Listening: An interview with the Senior Vice President of a prestigious hotel chain.

Words for talking about quality control and customer service

Gerunds and infinitives

Complaining on the telephone

Brookfield Airport: Work out an action plan following complaints from passengers

Writing: report

Unit 11 Ethics

page 92

Discuss questions of ethics at work

Rank a list of unethical activities

Reading: Business ethics – *Financial Times*

Listening: An interview with a bank executive

Words to do with honesty or dishonesty

Narrative tenses

Problem-solving

Profit or principle? Decide if a manager has acted unethically and what action to take

Writing: letter

Unit 12 Leadership

page 100

Discuss the qualities of good leadership

Reading: Profile of a leading Chief Executive – *Financial Times*

Listening: An interview with an expert in leadership training

Words to describe character

Relative clauses

Decision-making

Orbit Records: Discuss ideas to save a failing music retailer

Writing: e-mail

Unit 13 Innovation

page 108

Talk about innovations in your daily life and in the twentieth century

Reading: In-company innovation – *Fortune magazine*

Listening: An interview with an expert on presentations

Words and expressions to describe innovations

Passives

Presentation techniques

Style is everything: Prepare a product presentation for a competition

Writing: short article or press release

Unit 14 Competition

page 116

Do a quiz on how competitive you are

Reading: Losing competitive edge – *Financial Times*

Listening: An interview with the Marketing Manager of a credit card business

Idioms from sport to describe competition

Modals of probability

Negotiating

Beverly Watches: Choose the best supplier

Writing: e-mail

Revision unit B

page 124