

# Contents

	Lead-in	Reading	Vocabulary development	Language Focus	Skills Focus
<b>Unit 1</b> <b>Company Structures</b> <i>page 4</i>	<b>Listening</b> – The departments in a company Philips organisation chart	'The Philips Story' (www.news.philips.com) Company profile	Verbs and prepositions	Present perfect and past simple Describing changes	<b>Listening</b> – Describing responsibilities in a company: Pat Guerin, Guinness Ireland <b>Speaking</b> – Describing jobs; presenting companies <b>Writing</b> – A company profile
<b>Unit 2</b> <b>Recruitment</b> <i>page 14</i>	<b>Reading</b> – Graduate career opportunities (www.cognex.com)	'Fit For Hiring? It's Mind Over Matter' (New York Times) Recruitment techniques Dictionary skills	Compound nouns	Present simple and present continuous	<b>Listening</b> – A job advertisement <b>Writing</b> – The CV and letter of application <b>Listening</b> – Selecting candidates and job interviews <b>Speaking</b> – Role-play of a job interview
<b>Unit 3</b> <b>Retailing</b> <i>page 25</i>	<b>Listening</b> – Janet Moore, a retail specialist	'Richer Pickings' (Business) Profile of hi-fi chain Richer Sounds	Compound nouns	Make and do Locating objects	<b>Listening</b> – Store layout <b>Speaking</b> – A consumer survey <b>Writing</b> – A consumer survey report
<b>Unit 4</b> <b>Franchising</b> <i>page 34</i>	<b>Listening</b> – A business adviser on franchising	'One day in my life' (University of Warwick Network) Profile of Vanessa Stein, a McDonald's franchisee	Suffixes	Adverbs Used to do; be used to doing	<b>Reading</b> – Bang & Olufsen franchise brochure <b>Listening</b> – Janis Errickson, a Dunkin' Donuts franchisee <b>Speaking</b> – Choosing a franchise <b>Writing</b> – An e-mail message: applying for franchise information
<b>Unit 5</b> <b>International Business Styles</b> <i>page 44</i>	<b>Reading &amp; Speaking</b> – Management styles in five different countries	'Learning to cope with corporate culture clashes' (The Irish Independent) The Centre for International Briefing	Prefixes	The imperative Adjectives of nationality	<b>Writing</b> – A memo <b>Listening</b> – Doing business in Japan: Tomomi Moriwake <b>Speaking</b> – Giving and asking for advice: cross-cultural consulting
<b>Review 1</b> <i>page 54</i>					
<b>Unit 6</b> <b>Banking</b> <i>page 56</i>	<b>Listening</b> – Eleanor Stevens, branch manager with HSBC Bank Banking items and documents	'Picture the Scene' (Bank of Scotland brochure) HOBS Home and Office Banking	Abbreviations	Allow, enable, let First and second conditional	<b>Business Skills Focus: Negotiating</b> <b>Reading</b> – 'Are you a good negotiator?' <b>Listening</b> – Negotiating a bank loan <b>Role-play</b> – Negotiating a bank loan <b>Writing</b> – A short report
<b>Unit 7</b> <b>Business and the Environment</b> <i>page 65</i>	<b>Speaking</b> – Environmental cartoons The role of business in environmental affairs	'Proven environmental commitment helps create committed customers' (Marketing News) Profile of clothing manufacturer Patagonia	Word building	Expressing contrast The passive	<b>Listening</b> – A Body Shop customer survey <b>Speaking</b> – Convincing a sponsor <b>Writing</b> – A letter of request
<b>Unit 8</b> <b>The Stock Market</b> <i>page 74</i>	<b>Reading</b> – Headlines from the financial press <b>Listening</b> – Isobel Mendelson explains her investments	'Europeans Log On to Investment Fever' (New York Times) Internet share dealing	Phrasal verbs 1	The third conditional Yet, still, already	<b>Reading</b> – Analysing share price listings <b>Listening</b> – A radio stock market report <b>Speaking</b> – Buying shares <b>Writing</b> – A summary of a newspaper article



	Lead-in	Reading	Vocabulary development	Language Focus	Skills Focus
<b>Unit 9</b> <b>Import Export</b> page 84	<b>Listening</b> – Why countries trade: an OECD economist  <b>Reading &amp; Speaking</b> – European Union quiz	‘Profile: BARCO of Belgium’ ( <i>The Financial Times</i> )  Breaking into new export markets	Compound adjectives 1	The future Describing trends	<b>Listening</b> – The invoice; descriptions of exports based on graphs <b>Reading</b> – The bill of lading <b>Writing</b> – Description of exports based on a graph <b>Speaking</b> – Completing a graph
<b>Unit 10</b> <b>Company Performance</b> page 96	<b>Listening</b> – Departments of Pricewaterhouse Coopers	‘Anatomy of an annual report’ ( <i>IBM Guide to Understanding Financials</i> )  Description of the sections of an annual report	Nouns and prepositions	Fractions and percentages	<b>Business Skills Focus: Presentations</b> <b>Listening</b> – Financial analyst Carole Imbert talks about the pharmaceutical sector and gives a short presentation <b>Speaking</b> – Giving a presentation on L’Oréal <b>Writing</b> – A company report on L’Oréal

## Review 2 page 104

<b>Unit 11</b> <b>Setting Up a Business</b> page 106	<b>Speaking</b> – Advantages and disadvantages of different types of company; checklist for starting a business	‘The idea man’ ( <i>The Wall Street Journal Europe’s Convergence</i> )  Profile of Roger Foster, founder of Apricot	Prefixes	Relative clauses	<b>Speaking</b> – Questionnaire: ‘How do you rate as an entrepreneur?’ <b>Listening</b> – How the freight company Cargolifter started <b>Writing</b> – A business plan
<b>Unit 12</b> <b>Corporate Alliances and Acquisitions</b> page 116	<b>Reading</b> – Extracts from the financial press  <b>Listening</b> – Margareta Galfard on why the merger between Renault and Volvo failed	‘When egos collide’ ( <i>The European</i> )  Why mergers and acquisitions often fail	Phrasal verbs 2	Modal verbs of obligation	<b>Business Skills Focus: Meetings</b> <b>Listening</b> – A consultant gives advice about meetings <b>Speaking</b> – The language of meetings <b>Role-play</b> – A meeting <b>Writing</b> – Minutes of a meeting
<b>Unit 13</b> <b>Marketing</b> page 125	<b>Listening</b> – Military metaphors  <b>Speaking</b> – Market research techniques	‘Hello to the good buys’ ( <i>www.shell.com</i> )  A Shell Oil market research project	Compound adjectives 2	Comparison Reported speech	<b>Reading</b> – Direct mail marketing <b>Writing</b> – A direct mail marketing letter
<b>Unit 14</b> <b>Product and Corporate Advertising</b> page 134	<b>Speaking</b> – Advertising media  <b>Reading</b> – Advertising slogans  <b>Speaking</b> – Controversial advertising	‘Sacrilege’ ( <i>The European</i> )  A controversial advertising campaign	Uses of like	Gerund and infinitive The article	<b>Listening</b> – A description of a Gillette TV commercial <b>Discussion</b> – Designing a TV commercial <b>Writing</b> – A scenario for a TV commercial <b>Speaking</b> – Presenting a scenario
<b>Unit 15</b> <b>The Business Media</b> page 144	<b>Listening</b> – An executive describes Bloomberg business news services	‘Profile: A Man And His Information Machine’ ( <i>New York Times</i> )  Michael Bloomberg and his business media empire	Phrasal verbs 3	could have + past participle Nouns	<b>Listening</b> – A radio business news bulletin <b>Reading</b> – Business news articles <b>Speaking</b> – Preparing a radio business news bulletin <b>Writing</b> – Business news reports <b>Role-play</b> – A radio business news bulletin

## Review 3 page 152