Contents

	About business	Vocabulary	Grammar
1 Building a career PAGE 10	1.1 The education business Reading: What price a degree? Discussion: Your degree – who should pay?	1.2 Education and career Collocations relating to education and funding Action verbs for CVs Verbs relating to career stages	1.3 Tense review Past, present and future tenses Time markers
nformation PAGE 22	2.1 IT solutions Reading: <i>The IT fallacy</i> Discussion: Attitudes to IT	2.2 Information systems and communication Comparisons Verbs relating to IT Expressions for giving information	2.3 Comparing solutions and getting help Comparatives and superlatives Polite requests and responses
Reviews 1 and 2	PAGES 34–35		
3 Quality PAGE 36	3.1 What quality means Reading: <i>Two kinds of quality</i> Discussion: 'Taken-for-granted' quality, 'enchanting' quality and planned obsolescence	3.2 Quality and standards Word-building Adjectives relating to quality Collocations relating to quality standards	3.3 Passive structures and have something done be + past participle (past, present and future tenses; modals) have something done
4 Feedback PAGE 48	4.1 The project team Reading: Smells like team spirit Discussion: Project management and team-building	4.2 Managing people and projects Character descriptions Adjectives for character types Colloquial expressions Project management collocations	4.3 Regrets, speculation and habits modals + have + past participle Third conditional used to; be/get used to
Reviews 3 and 4	PAGES 60–61		
5 Selling more PAGE 62	5.1 Social media marketing Reading: Social marketing doesn't have to suck Discussion: Attitudes to social media marketing	5.2 The marketing mix The four Ps, the four Cs, mix coherency and mix dynamics Marketing techniques Marketing collocations	5.3 Questions for persuading Question tags Negative questions
6 New business PAGE 74	6.1 Developing a business Reading: Five simple rules for building a blockbuster brand Discussion: Developing an idea for a new business	6.2 Funding a start-up Types of funding Vocabulary relating to funding Steps in a funding application Phrasal verbs	6.3 Future continuous and future perfect will be doing will have done will have been doing
Reviews 5 and 6	PAGES 86–87		
7 Financial control PAGE 88	7.1 Accountants Reading: Why it's trendy to be a future accountant Discussion: Accountancy as a career choice	7.2 Financial documents and regulation Vocabulary relating to financial documents Accounting terms Verbs for enabling and preventing	7.3 Cause and effect, ability, articles owing to, stemmed from, led to, resulted in, etc. can, could, was/were able to, managed to, succeeded in, etc.
8 Fair trade PAGE 100	8.1 Fair trade or free trade? Reading: Why fair trade is a bad deal Discussion: Fair trade vs. free trade	8.2 Contracts and corporate ethics Collocations with contract Expressions used in a contract Types of unethical behaviour	8.3 Obligation and permission, inversion can, can't, must, mustn't, have to, don't have to, (not) be allowed to Using inversion in legal docum
Reviews 7 and 8	PAGES 112–113		

Speaking	Writing	Case study
1.4 Interviewing: giving reasons	1.5 Cover letters	1.6 Mangalia Business School
Expressions for giving reasons Roleplay: a job interview	Analysis: paragraph function Language focus: dynamic sentences	Discussion, reading, listening and presentation relating to a Romanian business school
2.4 Telephoning	2.5 Memos	2.6 Meteor Bank
Expressions for telephoning Roleplay: telephone situations	Analysis: paragraph order Language focus: register	Discussion, reading and listening relating to a Nigerian bank
3.4 Delivering presentations	3.5 Emailing: quality problems	3.6 Zaluski Strawberries
Expressions for signposting Presentation: presenting a product	Analysis: level of formality Language focus: formal and informal expressions	Discussion, reading, listening and presentation relating to a Polish strawberry co-operative
4.4 Coaching	4.5 Reports	4.6 Trident Overseas
Expressions for coaching Roleplay: an interview between a manager and an employee	Analysis: paragraph function Language focus: linking words and expressions	Discussion, reading, listening and roleplay relating to a British oil company operating in Africa
5.4 Dealing with objections Expressions for dealing with objections Negotiation: selling a study trip	5.5 Mailshots and sales letters Analysis: paragraph function and content Language focus: the tripling technique	5.6 Backchat Communications Discussion, reading, listening and negotiation relating to a South Korean mobile phone supplier
6.4 Presentations: taking questions	6.5 A company profile	6.6 Angels or demons?
Expressions for commenting on questions Presentation: a 60-second talk	Analysis: structure guidelines Language focus: impact collocations	Discussion, reading, listening and presentation relating to pitching an idea to business angels
7.4 Communicating in meetings	7.5 Minutes	7.6 Car-Glazer
Expressions for communicating in meetings Roleplay: a meeting	Analysis: presentation and content Language focus: action verbs	Discussion, reading and listening relating to a Czech glass replacement company
8.4 Negotiating a compromise	8.5 Assertive writing	8.6 Green Hills Coffee
Expressions for negotiating a compromise Negotiation: trading commodities	Analysis: adopting the correct tone Language focus: assertive expressions	Discussion, reading, listening and negotiation relating to a coffee produce and a Guatemalan supplier