

Acknowledgements and Note on the Fourth Edition

Introduction

General guidance

The Study sections

The Activity sections

The writing process sections

Tests

Correcting written work

General notes on business correspondence

To the new or inexperienced teacher

- UNIT 1** 1A **Study section:** emails, opening and closing an email, subject headings, asking for and sending information, email style, being polite
- Making enquiries** 1B **Activity section:** Misplaced orders
Slembrouck BVBA have delivered the wrong goods to The Court Hotel and ABC (Drinks Machines) Ltd. What should they do?
- 1C **The writing process:** Getting help

- UNIT 2** 2A **Study section:** attachments, parts of a message, beginning and ending, email conventions
- Business prospects** 2B **Activity section:** A business trip
Nagakura try to arrange meetings with the office of Leefung Plastics in Hong Kong and Singapore. However, other events cause difficulties.
- 2C **The writing process:** Steps in writing a message

- UNIT 3** 3A **Study section:** referring, giving good/bad news, saying what you can/cannot do, giving reasons, British and American English, paragraphs
- Contacting customers** 3B **Activity section:** Holiday time
Western Travel want to book a holiday for a group of tourists, but there are problems with the tour organisers, Sun Express and Golden Holidays.
- 3C **The writing process:** Writing a plan

- UNIT 4** 4A **Study section:** letter layout, the date, making mild complaints, making a point, warning, making strong complaints
- When things go wrong** 4B **Activity section:** Who's responsible?
The heating system at Perfecta Ltd explodes. Who is responsible: Aqua Warm BV or Bauer AG?
- 4C **The writing process:** Read before you write

Test on Units 1–4

UNIT 5	5A Study section: requesting action, apologising, faxes	71
Getting things done	5B Activity section: From quote to sale Tavridis Ltd urgently need a large quantity of cable, but the suppliers, Midtec Cables Ltd and Hanston Electrics, have problems in delivering.	75
	5C The writing process: Drafting	84
UNIT 6	6A Study section: personal business letters and emails, opening/closing, inviting, accepting and declining	85
Maintaining contact	6B Activity section: Repair or replace? Jarritos SA use some rather old equipment in their factory. Should they ask Wesco Engineering to repair it or ask Alpha Food Machines to replace it?	88
	6C The writing process: Checking your work (1)	96
UNIT 7	7A Study section: informal business letters, informal writing style, replying to complaints, advising customers	97
Customer service	7B Activity section: A credit check Wainman Ltd have serious cashflow problems and want to buy paper on credit from Northern Paperworks. However, a reference from Lumino Inks Ltd makes the situation complicated.	101
	7C The writing process: Checking your work (2)	108
UNIT 8	8A Study section: arranging and confirming meetings, placing orders, circulars, revision and consolidation	109
Product promotion	8B Activity section: A trade fair Massari Tractors in Italy want Agricultural Supplies Ltd in India to increase sales, but who is going to pay for promotion at the India Trade Fair?	113
	8C The writing process: Checking your work (3)	120
	Test on Units 5–8	121
	Index of student role cards for the activities	124
	Email and fax headers	125
	Letterheads	127