Further Ahead

Teacher's Guide

Further Ahead follows on from the highly successful Getting Ahead course. Suitable for both pre- and post-experience learners, it offers:

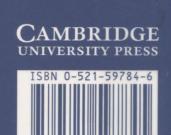
- units based on topics learners will meet in their daily work, such as marketing campaigns, import and export, coping with meetings and business ethics
- a variety of challenging tasks and communicative activities that ensure that all four skills are developed
- clearly structured and measured progression, with revision units to enable learners to check their progress
- clear and accessible layout.

New features include concise grammar summaries to accompany the revision units, and a focus on building up key vocabulary.

The Teacher's Guide provides support and guidance, as well as a full key and tapescripts. The Home Study Book offers the learner further practice to consolidate their studies.

Course components:

- Learner's Book
- Learner's Book Cassette
- Learner's Book Audio CD
- Teacher's Guide
- Home Study Book
- Home Study Book Cassette
- Home Study Book Audio CD



Contents

Map of the course	iv	Unit 11 Marketing	41
Introduction	vi	11.1 Projecting an image	41
Unit 1 People	1	11.2 Choosing your media	42
	1	11.3 Choosing a promotional product for	
1.1 Meeting people	1	your company	43
1.2 Keeping the conversation going	2	Half to an it is	Supplemental
1.3 Finding out about people	3	Unit 12 Statistics	45
Unit 2 Talking about companies	5	12.1 Describing performance	45
2.1 Describing a company	5	12.2 Cause and effect	46
2.2 Starting a business	6	12.3 Presenting information	47
2.3 Getting product information	7	Unit 13 Money	49
2.5 Getting product information	'		49
Unit 3 Jobs	10	13.1 Negotiating the price	
3.1 Company structure	10	13.2 Getting paid	49
3.2 Describing responsibilities	11	13.3 Chasing payment	51
3.3 Leaving a message	13	Unit 14 Socializing	53
	сэ болооб	14.1 Gift-giving	53
Unit 4 Work and play	16	14.2 Planning a free day	54
4.1 Inviting	16	14.3 Eating out	55
4.2 Getting to know you	17 /	14.5 Eating out	33
4.3 Market research	18	Unit 15 Revision and consolidation	57
Unit 5 Revision and consolidation	20	Unit 16 Business culture and ethics	59
Held C. T. C. C. C.	07	16.1 Corporate culture	59
Unit 6 Transportation	23	16.2 Everyday dilemmas	60
6.1 Describing infrastructure	23	16.3 A woman's place	61
6.2 Forms of transport	24	while main discussion and taking the same to	
6.3 Dealing with an order	25	Unit 17 Meetings	63
Unit 7 Imports and exports	27	17.1 Greening the office	63
		17.2 Reporting	64
7.1 Talking about industries	27	17.3 Cutting costs	65
7.2 Talking about imports and exports	28	II-it 10	67
7.3 Made in America	29	Unit 18 Processes	67
Unit 8 Arrangements	30	18.1 Talking about regulations	67
8.1 Discussing an itinerary	30	18.2 Describing a process	68
8.2 Dealing with correspondence	31	18.3 Company history	69
		Unit 10 Conference	72
8.3 Making and changing an appointment	33	Unit 19 Conferences	72
Unit 9 Products and services	35	19.1 Finding a location	72
9.1 Services	35	19.2 Organizing the conference	73
9.2 Describing a product	36	19.3 Presenting your product	75
9.3 Keeping the customer happy	37	Unit 20 Revision and consolidation	77
Unit 10 Revision and consolidation	39	Resource activities	80