

Contents

Introduction

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		Working with words	Language at work	Practically speaking	Business communication	Case study / Activity	Outcomes – you can:
1	Companies 6-11	Company facts <i>produce, specialize in, head office, competitor, employee, etc.</i> VIDEO	Present simple	How to make polite requests	Socializing Introducing yourself and others	Make that contact!	<ul style="list-style-type: none"> • talk about what companies do • talk about your company • make polite requests • introduce yourself and others
2	Contacts 12-17	Describing your job and job contacts <i>consist of, involve, take part in, colleague, consultant, customer, etc.</i> VIDEO	Present continuous	How to say phone numbers and spell names	Telephoning Making and receiving telephone calls	Dealing with a public relations crisis	<ul style="list-style-type: none"> • talk about your job and the people you work with • talk about work activities • give phone numbers and spell names • make and receive telephone calls
3	Visitors 18-23	Company structure <i>in charge of, responsible for, human resources, etc.</i> VIDEO	Asking questions	How to welcome visitors	Presenting Visual information	The question game	<ul style="list-style-type: none"> • talk about company structure • ask questions • welcome visitors • present visual information
4	New products 24-29	The development process <i>launch, do market research, do product trials, economical, practical, etc.</i>	Past simple VIDEO	How to show interest	Meetings Giving a report	Re-launching an exhibition centre	<ul style="list-style-type: none"> • talk about new products and the stages in their development • talk about the development of products • show interest • give a report
5	Employment 30-35	Job benefits and employment procedures <i>annual bonus, maternity leave, paid holiday, apply for, fill in a form, etc.</i>	Present perfect (1) VIDEO	How to delegate work	Meetings Discussing progress	Solving recruitment problems	<ul style="list-style-type: none"> • talk about job benefits and employment procedures • describe personal experiences • delegate work • discuss progress on projects
6	Customer service 36-41	Customer satisfaction <i>meet the needs of customers, deal with complaints, keep to your delivery dates, dissatisfied, loyal, etc.</i>	Comparisons	How to respond to complaints	Meetings Asking for and giving opinions VIDEO	Rewarding good customer service	<ul style="list-style-type: none"> • talk about customer service • make comparisons • respond to complaints • ask for and give opinions
7	Travel 42-47	Travel <i>check in, departure lounge, delay, facilities, key card, etc.</i> VIDEO	Countable and uncountable nouns	How to report to a company Reception	Socializing Making small talk and developing a conversation	The travel game	<ul style="list-style-type: none"> • talk about travel • ask for travel information • report to a company reception • make small talk and develop a conversation
8	Orders 48-53	Orders and deliveries <i>place an order, purchase goods, process an order, in stock, etc.</i>	Present continuous, going to, will for plans, arrangements, and decisions	How to make arrangements	Meetings Making and responding to suggestions	Choosing a delivery company VIDEO	<ul style="list-style-type: none"> • talk about orders and deliveries • talk about the future • make arrangements • make and respond to suggestions

	Working with words	Language at work	Practically speaking	Business communication	Case study / Activity	Outcomes – you can:
9 Selling 54–59	Sales and advertising <i>enter a market, improve market share, advertising campaign, word-of-mouth, etc.</i> VIDEO	Modal verbs for obligation, necessity, and permission	How to interrupt and avoid interruption	Meetings Controlling the discussion	Promoting to the youth market	<ul style="list-style-type: none"> • talk about sales and advertising • talk about obligation • interrupt and avoid being interrupted • control the discussion in meetings
10 New ideas 60–65	Green initiatives <i>affordable, convenient, environmentally friendly, popular, initiative, etc.</i>	The passive	How to ask for clarification	Presenting Giving a formal presentation VIDEO	Making a company carbon neutral	<ul style="list-style-type: none"> • talk about new green initiatives • talk about innovative practices • ask for clarification • give a formal presentation
11 Entertaining 66–71	Corporate entertainment <i>purpose, event, host company, venue, budget, entertain clients, etc.</i>	First conditional	How to talk about food and drink VIDEO	Socializing Invitations and offers	Organizing a successful corporate event	<ul style="list-style-type: none"> • talk about corporate entertainment • talk about future possibilities • talk about food and drink • make and respond to invitations and offers
12 Performance 72–77	Evaluating performance <i>manage costs, perform well, socially responsible, safety record, etc.</i> VIDEO	Present perfect (2) with <i>for</i> and <i>since</i>	How to say numbers	Presenting Describing trends	The performance game	<ul style="list-style-type: none"> • talk about performance • talk about present and past performance • say large and approximate numbers • describe trends
13 Future trends 78–83	Global issues <i>global demand, economic development, forecast, run out, etc.</i> VIDEO	Future predictions	How to respond to ideas	Meetings Predicting	Modernizing a company	<ul style="list-style-type: none"> • talk about global issues • make predictions • respond to ideas • predict future trends
14 Time 84–89	Managing time <i>waste time, meet a deadline, save time, on time, etc.</i> VIDEO	Second conditional	How to use time expressions	Exchanging information Negotiating conditions	Negotiating new schedules	<ul style="list-style-type: none"> • talk about managing time • speculate and discuss consequences • talk about time • negotiate conditions
15 Training 90–95	Personal development and training <i>improve performance, set goals, motivate, give feedback, etc.</i> VIDEO	Modal verbs for giving advice	How to say thank you and respond	Exchanging information Showing understanding and suggesting solutions	Introducing personal development programmes	<ul style="list-style-type: none"> • talk about personal development and training • give advice • say thank you and respond • show understanding and suggest solutions
16 Your career 96–101	Careers <i>career path, make a decision, concentrate on, give up, strengths, weaknesses, challenge, etc.</i>	Revision of grammar and tenses	How to say goodbye	Presenting Giving a personal presentation VIDEO	Ambition!	<ul style="list-style-type: none"> • talk about ambitions and careers • revise grammar and tenses • say goodbye • give a personal presentation

Practice files 102–133

Information files 135–146

Irregular verb list 134

Audio scripts 147–159

VIDEO : This section of the unit has a video clip linked to the topic.