

Contents

	DISCUSSION	TEXTS	LANGUAGE WORK	SKILLS	CASE STUDY
UNIT 1 BRANDS → page 6	Talk about your favourite brands	Listening: An interview with a brand manager Reading: Building luxury brands – <i>Financial Times</i>	Words that go with <i>brand, product and market</i> Present simple and present continuous	Taking part in meetings	Hudson Corporation: Decide how a luggage manufacturer can protect its brand Writing: e-mail
UNIT 2 TRAVEL → page 14	Talk about your travel experiences	Listening: An interview with a sales director of a hotel chain Reading: What business travellers want – <i>Financial Times</i>	British and American travel words Talking about the future	Telephoning: making arrangements	BTS: Retain a travel agent's key client Writing: e-mail
UNIT 3 CHANGE → page 22	Discuss attitudes to change in general and at work	Reading: Mercedes, shining star – <i>Financial Times</i> Listening: An interview with a management consultant	Words for describing change Past simple and present perfect	Managing meetings	Acquiring Asia Entertainment: Solve the problems arising from a recent merger Writing: action minutes
WORKING ACROSS CULTURES: 1 SOCIALISING					→ page 30
REVISION UNIT A					→ page 32
	DISCUSSION	TEXTS	LANGUAGE WORK	SKILLS	CASE STUDY
UNIT 4 ORGANISATION → page 36	Talk about status within an organisation	Reading: A successful organisation – <i>Financial Times</i> Listening: An interview with a management consultant	Words and expressions to describe company structure Noun combinations	Socialising: introductions and networking	InStep's relocation: Decide on the relocation site of a shoe manufacturer Writing: e-mail
UNIT 5 ADVERTISING → page 44	Discuss authentic advertisements	Reading: A new kind of campaign – <i>Financial Times</i> Listening: An interview with a marketing communications executive	Words and expressions for talking about advertising Articles	Starting and structuring a presentation	Alpha Advertising: Develop an advertising campaign Writing: summary
UNIT 6 MONEY → page 52	Do a quiz and discuss attitudes to money	Listening: An interview with an investment director Reading: An inspirational story – <i>Sunday Times</i>	Words and expressions for talking about finance Describing trends	Dealing with figures	Make your pitch: Present a new idea to investors Writing: e-mail
WORKING ACROSS CULTURES: 2 INTERNATIONAL MEETINGS					→ page 60
REVISION UNIT B					→ page 62

WRITING FILE
→ page 126

SOCIAL-CULTURAL GAME
→ page 132

ACTIVITY FILE
→ page 134

E 46940



10. 10. 2007 - 10. 10. 2007
10. 10. 2007 - 10. 10. 2007
10. 10. 2007 - 10. 10. 2007

	DISCUSSION	TEXTS	LANGUAGE WORK	SKILLS	CASE STUDY
UNIT 7 CULTURES → page 66	Discuss the importance of cultural awareness in business	Listening: An interview with the manager of a cultural training centre Reading: <i>Culture shock – Finance Week</i>	Idioms for talking about business relationships Advice, obligation and necessity	Social English	Business culture briefing: Prepare a talk on business culture Writing: report
UNIT 8 HUMAN RESOURCES → page 74	Talk about job interviews	Reading: Women at work – <i>Thanh Nien News</i> Listening: An interview with an international recruitment specialist	Expressions for talking about job applications -ing forms and infinitives	Getting information on the telephone	Fast Fitness: Find a new manager for a health club chain Writing: letter
UNIT 9 INTERNATIONAL MARKETS → page 82	Discuss the development of international markets	Reading: Trade between China and the US – <i>China Daily, Reuters</i> Listening: An interview with an expert on negotiating	Words and expressions for talking about free trade Conditions	Negotiating	Pampas Leather Company: Negotiate a deal on leather goods Writing: e-mail
WORKING ACROSS CULTURES: 3 DOING BUSINESS INTERNATIONALLY					→ page 90
REVISION UNIT C					→ page 92

	DISCUSSION	TEXTS	LANGUAGE WORK	SKILLS	CASE STUDY
UNIT 10 ETHICS → page 96	Discuss questions of ethics at work	Reading: The ethics of résumé writing – <i>Business Week</i> Listening: An interview with the director of an environmental organisation	Words to describe illegal activity or unethical behaviour Narrative tenses	Considering options	Principles or profit?: Debate some ethical dilemmas facing a drugs company Writing: report
UNIT 11 LEADERSHIP → page 104	Discuss the qualities of good leadership	Listening: An interview with the managing director of an executive recruitment company Reading: Leading L'Oréal – <i>Financial Times</i>	Words to describe character Relative clauses	Presenting	Lina Sports: Decide on the best leader for a troubled sportswear manufacturer Writing: e-mail
UNIT 12 COMPETITION → page 112	Do a quiz on how competitive you are	Reading: Head to head competition – <i>Daily Telegraph</i> Listening: An interview with a manager from the Competition Commission	Idioms from sport to describe competition Passives	Negotiating	Fashion House: Negotiate new contracts with suppliers Writing: e-mail
WORKING ACROSS CULTURES: 4 COMMUNICATION STYLES					→ page 120
REVISION UNIT D					→ page 122

GRAMMAR REFERENCE	AUDIO SCRIPTS	GLOSSARY
→ page 146	→ page 152	→ page 167