

4

5-7

8-10

Introduction to the Personal Study Book

- Market entry strategies
- 2 Standardisation and differentiation

Writing 1: Writing notes for presentation slides3 Competition within industries	13
5 Competition within muustries	14-16
4 Entrepreneurship	17-19
Reading 2: Michael Porter and competitive strategy	20-21
Writing 2: Business plan and executive summary	22
5 Crisis management	23-25
6 Leadership	26-28
Reading 3: Rob Sauven: a green business leader	29-30
Writing 3: Writing effective emails	31
7 International communication	32-34
8 International outsourcing	35-37
Reading 4: Fons Trompenaars and Knowledge Management	38-39
Writing 4: Follow-up emails	40
9 Affordable innovation	41-43
0 Design and invention	44-46
Reading 5: Adina for life	47-48
Writing 5: Writing for meetings – notes, minutes, agendas	49
1 The economic environment	50-52
12 International trade	53-55
Reading 6: The Theory of Economic Development	56-57
Writing 6: Describing graphs with financial and economic data	58
13 Sustainable development	59-61
4 Social enterprise	62–64
Reading 7: Fifteen Cornwall – a social enterprise success	65–66
Writing 7: Writing a covering letter for a CV	67
Vordlist	68-71

24

3

Grammar reference

Progress tests

Audio scripts

Answer key

Acknowledgements

72-76 77-82 83-85

86-93

94