

# Contents

## Introduction

4-5

### 1 First impressions

6-11

Working with words	Business communication	Practically speaking	Language at work	Talking point	Outcomes – you can
Talking about first impressions	Arranging a meeting	Exchanging contact details	Present simple and continuous	The life overlap	<ul style="list-style-type: none"> <li>talk about first impressions</li> <li>arrange to meet and exchange contact details</li> <li>talk about work routines, projects and plans</li> </ul>

### 2 Motivation

12-17

Motivation at work	Encouraging conversation	Ending and leaving a conversation	Question forms	Ten magically motivating words	<ul style="list-style-type: none"> <li>talk about motivation</li> <li>encourage and end conversations politely</li> <li>use different questions to check information or start conversations</li> </ul>
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### 3 On schedule

18-23

Managing projects	Running an update meeting	Questioning a decision	Present perfect and past simple	Five most common problems on projects	<ul style="list-style-type: none"> <li>talk about projects</li> <li>run update meetings and question decisions</li> <li>talk about past or recent actions and achievements</li> </ul>
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#### Viewpoint 1 VIDEO Learning in business 24-25

### 4 New ideas

26-31

Ideas and innovations	Presenting a product or service	Referring to evidence	Present, past and future ability	“Yes, but...” or “Yes, and...”	<ul style="list-style-type: none"> <li>talk about innovation</li> <li>present ideas and refer to evidence</li> <li>talk about ability in the past, present and future</li> </ul>
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### 5 Ethical business

32-37

Ethical business	Planning arrangements	Responding to invitations	Talking about the future	Rule 47: A set of personal standards	<ul style="list-style-type: none"> <li>talk about ethical business</li> <li>plan arrangements and respond to invitations</li> <li>talk about decisions, plans and predictions</li> </ul>
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### 6 Making decisions

38-43

Personality and decision-making	Decision-making	Talking about social plans	Countability   Expressions of quantity	The decision gap	<ul style="list-style-type: none"> <li>talk about personality</li> <li>participate in decision-making meetings and talk about social plans</li> <li>talk about different quantities</li> </ul>
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#### Viewpoint 2 VIDEO Consumer behaviour 44-45

### 7 Outsourcing

46-51

Outsourcing	Presenting factual information	Asking questions after a presentation	The passive	Outsourcing to robots	<ul style="list-style-type: none"> <li>talk about outsourcing</li> <li>present information and ask questions about presentations</li> <li>report information in an impersonal way</li> </ul>
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### 8 Employees

52-57

Employers and employees	Negotiating with colleagues	Making quick requests	If clauses	Flow	<ul style="list-style-type: none"> <li>talk about employment</li> <li>negotiate with colleagues and make requests</li> <li>negotiate certain conditions</li> </ul>
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	Working with words	Business communication	Practically speaking	Language at work	Talking point	Outcomes – you can
<b>9</b>   New business 58–63	Starting up a new business	Maintaining contacts	Avoiding saying 'no'	Present perfect simple and continuous	The long tail	<ul style="list-style-type: none"> <li>• talk about start-ups</li> <li>• ask contacts for help and avoid saying 'no'</li> <li>• talk about past or recent activities and results</li> </ul>
<b>Viewpoint 3</b> <b>VIDEO</b> Entrepreneurs 64–65						
<b>10</b>   Communications 66–71	Communications technology	Dealing with information on the phone	Resolving problems on the phone	Phrasal verb word order	The telephone card game	<ul style="list-style-type: none"> <li>• talk about technology</li> <li>• deal with information and problems on the phone</li> <li>• use phrasal verbs in different contexts</li> </ul>
<b>11</b>   Change 72–77	Talking about change	Presenting future plans	Giving both sides of the argument	Future tenses and probability	Fun theory	<ul style="list-style-type: none"> <li>• talk about change</li> <li>• present plans and give balanced arguments</li> <li>• talk about the probability of future activities and developments</li> </ul>
<b>12</b>   Data 78–83	Dealing in data	Discussing data	Describing trends	Reporting	Statisticulation	<ul style="list-style-type: none"> <li>• talk about data</li> <li>• describe trends</li> <li>• report what someone has said</li> </ul>
<b>Viewpoint 4</b> <b>VIDEO</b> Social media marketing 84–85						
<b>13</b>   Culture 86–91	Cultural differences	Narrating past events	Talking about news and gossip	Narrative tenses	The power of storytelling	<ul style="list-style-type: none"> <li>• talk about cultural differences</li> <li>• describe past events and news</li> <li>• describe the sequence of past events</li> </ul>
<b>14</b>   Performance 92–97	Staff appraisals	Evaluating performance	Raising difficult issues	Third and mixed conditionals   Perfect modals	Competition in the workplace	<ul style="list-style-type: none"> <li>• talk about appraisals</li> <li>• evaluate performance and raise issues</li> <li>• talk about imagined past actions and results</li> </ul>
<b>15</b>   Career breaks 98–103	Taking a career break	Putting forward a case	Taking time off	-ing form or infinitive?	Goodbye and see you next year	<ul style="list-style-type: none"> <li>• talk about career breaks</li> <li>• present a case</li> <li>• talk about time off</li> <li>• discuss interview questions</li> </ul>
<b>Viewpoint 5</b> <b>VIDEO</b> Career perceptions 104–105						

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