

# Obsah

<b>O autorovi</b> .....	7
<b>Introduction</b> .....	9
1. kapitola	
<b>Let's Talk Business</b> .....	11
1.1 Tips for effective communication in English .....	13
1.1.1 Some DOs .....	13
1.1.2 Some DON'Ts .....	13
1.2 Introducing yourself .....	14
1.2.1 Different ways of introducing yourself .....	14
1.3 Telephoning .....	17
1.3.1 Calling someone .....	17
1.3.2 Finding out who you are speaking to .....	18
1.3.3 Receiving a call .....	20
1.3.4 Answering the telephone and identifying yourself .....	21
1.3.5 Telephone conferences .....	22
1.4 Meetings .....	24
1.4.1 Client/customer meetings: breaking the ice .....	24
1.4.2 At the start of a meeting .....	24
1.4.3 During a meeting .....	25
1.4.4 How to express your opinion during a meeting .....	27
1.5 Negotiations .....	30
1.5.1 What is negotiable? .....	30
1.6 Presentations .....	33
1.6.1 Preparation/Organisation .....	33
1.6.2 The presentation .....	34
1.7 Trade fairs & conferences .....	36
1.8 Job interviews .....	40
1.8.1 Standard interview questions .....	41
1.8.2 Questions to ask at an interview .....	45
2. kapitola	
<b>The Customer is King</b> .....	47
2.1 Making a good first impression .....	49
2.1.1 The customer benefits .....	50

2.2	Showing customer orientation .....	51
2.3	Follow-up calls .....	54
2.4	The angry customer – “sorry” is not enough .....	56
2.5	How to say “no” politely .....	58
	2.5.1 <i>How to avoid just saying “no”</i> .....	59
2.6	How to complain successfully .....	59
2.7	Giving ultimatums and setting deadlines .....	62
	2.7.1 <i>How urgent is it?</i> .....	62
3. kapitola		
	<b>Social Situations</b> .....	65
3.1	Invitations .....	67
3.2	Small talk .....	69
	3.2.1 <i>Some of the most common topics for small talk</i> .....	69
	3.2.2 <i>Starting small talk</i> .....	74
3.3	Hobbies and interests .....	74
3.4	Eating and drinking .....	77
4. kapitola		
	<b>Written Communication</b> .....	81
4.1	Emails .....	83
	4.1.1 <i>Formal or informal?</i> .....	83
	4.1.2 <i>Abbreviations</i> .....	85
4.2	Text messages .....	87
4.3	Letters .....	88
	4.3.1 <i>The contents of a business letter</i> .....	90
	4.3.2 <i>Standard phrases to use in the text</i> .....	90
4.4	Agendas & minutes for meetings .....	92
	4.4.1 <i>Agendas</i> .....	93
	4.4.2 <i>Minutes</i> .....	93
5. kapitola		
	<b>Appendix</b> .....	95
5.1	Internet resources .....	97
5.2	Common abbreviations .....	98
5.3	Numbers .....	101
	5.3.1 <i>Currencies</i> .....	102
5.4	English phonetic spelling .....	103
5.5	English around the world .....	104