

Contents







Map of the book.....	iv
Thanks and acknowledgements.....	vi
Introduction to the learner.....	viii
1 The three sectors of the economy.....	9
2 Management.....	14
3 Company structure.....	20
4 Work and motivation.....	28
5 Management and cultural diversity.....	35
6 Recruitment.....	41
7 Labour relations.....	47
8 Production.....	53
9 Products.....	59
10 Marketing.....	64
11 Advertising.....	70
12 Promotional tools.....	74
13 Accounting and financial statements.....	79
14 Banking.....	85
15 Stocks and shares.....	90
16 Bonds.....	96
17 Futures and derivatives.....	100
18 Market structure and competition.....	106
19 Takeovers, mergers and buyouts.....	112
20 Efficiency and employment.....	119
21 Business ethics.....	124
22 The role of government.....	128
23 Central banking, money and taxation.....	133
24 Exchange rates.....	140
25 The business cycle.....	145
26 Keynesianism and monetarism.....	150
27 International trade.....	155
28 Economics and ecology.....	161
29 Information technology and electronic commerce.....	167
30 Entrepreneurs and venture capital.....	172
Appendix and Bibliography.....	177
Language reference (Numbers, Word stress, Word groups, Describing trends or movements in graphs, Adjectives for countries and nationalities, Verb constructions).....	178
Glossary (English – French – German – Italian – Spanish).....	194

Map of the book

Thanks and acknowledgements vi

Introduction to the learner viii

Key:

	Reading (and vocabulary, comprehension, discussion)
	Listening (and vocabulary, comprehension, discussion)
	Discussion
	Case study
	Role play
	Writing

1 The three sectors of the economy	9	The economic infrastructure: extract from <i>Nice Work</i> by David Lodge	Manufacturing and services: interview with J. K. Galbraith	Manufacturing and services: interview with Denis MacShane, MP
2 Management	14	Management: an art or a science?	Meetings: IBM, by Robert Cringely	The retail sector: interview with Steve Moody, store manager
3 Company structure	20	How are companies organized?	Competition and communication: a talk by Jared Diamond	Big and small companies
				Big and small companies
4 Work and motivation	28	Work and responsibility	Motivating staff: interview with Steve Moody, store manager	Motivation
5 Management and cultural diversity	35	Cultural attitudes	Managing multinationals	You and your culture
6 Recruitment	41	Filling a vacancy	Job applications	Women in management: interview with Gill Lewis, human resources manager
			A curriculum vitae / resume	
7 Labour relations	47	Labour unions: interview with Denis MacShane, MP	The printers' union: an extract from <i>Notes From a Small Island</i> by Bill Bryson	Industrial relations
8 Production	53	Production decisions	Quality: interview with Alan Severn, quality manager	Quality: should we recall this product?
9 Products	59	Product policy	Developing a new product: interview with Jogishwar Singh, company director	Vending machines
10 Marketing	64	Defining marketing	The importance of market research: interview with Steve Moody, store manager	Market research
11 Advertising	70	Ways of advertising	Radio commercials	Scripting a radio commercial
12 Promotional tools	74	Promoting a new product: interview with Jogishwar Singh, company director	Promotional strategies	Promotional strategies
				How many Ps?
13 Accounting and financial statements	79	Types of accounting: interview with Sarah Brandston, accountant	Company accounts	Financial statements: Nokia
14 Banking	85	Personal banking	The banking industry	Getting a loan
15 Stocks and shares	90	Issuing stocks and shares	Stock markets	Ethical investments
16 Bonds	96	Defining bonds: extract from <i>The Bonfire of the Vanities</i> by Tom Wolfe	The uses of bonds	Interview with Richard Mahoney of J.P. Morgan bank
			Types of bonds	

17 Futures and derivatives	100	Defining futures and derivatives	The dangers of derivatives: a talk by Lillian Chew, financial journalist	Extract from <i>Liar's Poker</i> by Michael Lewis, on bond trading
18 Market structure and competition	106	Market structure: market leaders, challengers and followers	Competition	
19 Takeovers, mergers and buyouts	112	Mergers and acquisitions: discussion, and interview with Max Pocock, company director	Buyouts	The Vodafone/ Mannesmann takeover
20 Efficiency and employment	119	Labour market flexibility: interview with Kate Barker, economist	Job security: article by Robert Taylor	Economic change and employment
21 Business ethics	124	The social responsibility of business	Ethics and the law	
22 The role of government	128	What are governments for?	Two views of the role of government: by J.K. Galbraith and Milton Friedman	Government and industry: interview with Julian Amey, export promotor
23 Central banking, money and taxation	133	Central banking: interview with Gabriel Mangano, economist	Taxation (and how to avoid it!)	For and against taxation
24 Exchange rates	140	From fixed to floating exchange rates	Floating exchange rates versus a common currency: interview with J.-C. Lambelet, economist	
25 The business cycle	145	What causes the business cycle?	Economic theory and the business cycle: interview with Kate Barker	
26 Keynesianism and monetarism	150	The business cycle and government intervention	Inflation and unemployment: interview with Kate Barker	
27 International trade	155	The growth of international trade	Free trade and unemployment: interview with Ajit Singh, economist	The banana wars
28 Economics and ecology	161	Ecology and the individual consumer	Measuring eco-efficiency: interview with Marc Keiser, ecologist	Pollution and market solutions: article by Leyla Boulton
29 Information technology and electronic commerce	167	The dangers of information technology: article by Ian Angell	E-commerce: interview with Chris Peters, cinema manager	The Palmtop Shop
30 Entrepreneurs and venture capital	172	Market opportunities and venture capital: interview with Ed Coombes, corporate financial advisor	Equilibrium and entrepreneurship	

Appendix and Bibliography 177

Language reference 178

(Numbers, Word stress, Word groups, Describing trends or movements in graphs, Adjectives for countries and nationalities, Verb constructions)

Glossary 194

(English – French – German – Italian – Spanish)