Table of contents

воокмар	READING	LISTENING	LANGUAGE	
Unit 1 Presentations Page 7	Skill: Making an effective presentation			
Unit 2 Management and motivation Page 21	Team spirit, p. 30	An interview about motivation, p. 41	Countable and uncountable nouns, p. 34	
Unit 3 Cross-cultural communication Page 49	Hofstede's cultural dimensions, p. 50 Mistakes in cross- cultural training, p. 61	A journalist talking about cultural stereotypes, p. 59	Modal verbs, p. 56	
Unit 4 Email writing Page 69	Skill: Writing formal and informal business emails			
Unit 5 Recruitment and employment Page 85	Lifting the curtain on the hiring process, p. 86 Six things they don't tell you about creating jobs for young people, p. 100	An interview about types of job interviews, p. 92	Clauses of contrast, p. 103	
Unit 6 Marketing and branding Page 107	Viral marketing, p. 108 The case for brands, p. 120	A discussion about methods in market research, p. 112 Profiles of three famous global brands, p. 127	Indirect questions, p. 117 Passive voice, p. 128	
Revision Page 135	Revision of units 1–6			
Unit 7 Negotiating Page 137	Skills: Negotiating a business deal			
Unit 8 Banking and financial products Page 151	Can you bank on banks? p. 169	The future of banking, p. 157 Stocks and bonds, p. 166	Conditionals – Types 1 and 2, p. 160 Conditionals – Types 3 and mixed, p. 163	

Continued on page 4

Continued from page 3

ВООКМАР	READING	LISTENING	LANGUAGE	
Unit 9 Government and taxation Page 177	Fiscal and monetary policies, p. 179	A dialogue about various types of taxes, p. 185	Infinitive or gerund, p. 189 Make or do, p. 193	
Unit 10 Reports and graphs Page 197	Skill: Writing a short business report Describing graphs			
Unit 11 International trade and globalisation Page 211	What is international trade? p. 213 Globalisation, p. 225	An interview about protectionism, p. 217	Comparing and contrasting, p. 219	
Unit 12 Corporate social responsibility and fair trade Page 233	What is CSR? p. 235 How fair is fair trade? p. 243	The story of Tylenol, p. 241	Reported speech, p. 246	
Additional material Page 253	Input for role plays and pair work			
Tense revision Page 267	Revision of the use of tenses in English			
Numbers Page 272	How to say and write numbers			
Index Page 277	Index of the glossary terms			