

Contents

Contents	3
Introduction	5
UNIT 1 – Presentations	7
UNIT 2 – Management and Motivation	13
Motivation	22
UNIT 3 – Cross-Cultural Communication	25
UNIT 4 – Email Writing	33
UNIT 5 – Recruitment and Employment	39
Employment	46
UNIT 6 – Marketing and Branding	49
Branding	56
UNIT 7 – Negotiating	65
UNIT 8 – Banking and Financial Products	71
Financial Products	78
UNIT 9 – Government and Taxation	83
Taxation	84
UNIT 10 – Reports and Graphs	89
UNIT 11 – International Trade and Globalisation	93
Globalisation	100
UNIT 12 – Corporate Social Responsibility and Fair Trade	103
Fair Trade	108
Tense Revision	111