

Contents

Introduction	4	Photocopiable materials	119
1 Market entry strategies	7	Progress tests	
2 Standardisation and differentiation	14	Progress test 1	120
Writing 1: Writing notes for presentations	21	Progress test 2	122
3 Competition within industries	23	Progress test 3	124
4 Entrepreneurship	30	Worksheets	
Writing 2: Business plan and executive summary	36	1 Improve your knowledge of aspects of pronunciation	127
5 Crisis management	37	2 Improve your knowledge of brand strategy	128
6 Leadership	45	3 Improve your knowledge of prepositions	129
Writing 3: Writing effective emails	52	4 Improve your knowledge of risk-taking behaviour	130
7 International communication	54	5 Improve your knowledge of fundraising	131
8 International outsourcing	61	6 Improve your knowledge of leading and managing	132
Writing 4: Writing follow-up emails	69	7 Improve your knowledge of intercultural competence	133
9 Technology and innovation	70	8 Improve your knowledge of regional development policies	134
10 Design and invention	77	9 Improve your knowledge of employee appraisal	136
Writing 5: Writing for meetings – notes, minutes and agenda	84	10 Improve your knowledge of new business models in newspaper publishing	138
11 The economic environment	86	11 Improve your knowledge of taxation	139
12 International trade	94	12 Improve your knowledge of world trade	140
Writing 6: Describing graphs with financial and economic data	101	13 Improve your knowledge of incentivising changes in environmental and social behaviour	142
13 Sustainable development	103	14 Improve your knowledge of work placement schemes	143
14 Social enterprise	110	DVD worksheets	
Writing 7: Writing a covering letter for a CV	117	Introduction	145
		1 International marketing	147
		2 Competition and entrepreneurship	149
		3 Management and leadership	151
		4 Globalisation	153
		5 Design, technology and innovation	155
		6 Trade, finance and the economy	157
		7 21st century enterprise	159