

Map of the book

	Unit	Reading	Listening	Writing
Company profiles	1 The working day 10–13	Changing places: job swapping at work	Being a PA	
	2 Corporate culture 14–17	What kind of company culture would suit you?: reading and answering a quiz; A company culture statement	Company culture: a conversation between two employees	
	3 Company history 18–21	Levi Strauss: an article on company history; Hongdou: an article on the history of a Chinese clothing company	Joseph Rowntree: a business studies lecture	
	4 The Internet 22–25	Designing your website: an article	Email addresses	Set phrases for emails and letters; Writing emails: formal and informal style
Production and selling	5 Describing equipment 26–29	Leasing equipment: a web page; Problems with equipment: emails and headings on a form	Listening to descriptions of gadgets	Filling in a form
	6 Processes and procedures 30–33	Waratah: an article on an Australian clothing company	Chanel No 5: an interview about a production process; Office procedures: a conversation	
	7 Distribution and delivery 34–37	Selling your product abroad: an article	Enquiring about orders and deliveries; Chasing an order: telephone conversations	Phone messages
	8 Advertising and marketing 38–41	Descriptions of advertising media; Singapore Airlines: an article on the branding of an airline	Methods of advertising: an interview with the director of an advertising agency	
Business travel	9 Making arrangements 42–45		Making and changing appointments: voicemail messages and phone conversations; Future intentions and predictions: short extracts	
	Transport 46–49	Travel arrangements: notices and short messages; Eurostar: an article on train travel	Car clubs: a radio interview	
	Business accommodation 50–53	Hotel advertisements; Capsule hotels: an article on a special type of hotel	Distinguishing polite and rude intonation	Writing an email or fax to a hotel
	Out of the office 54–57	Thinking outside the box: an article on offsite meetings	Two colleagues choosing a venue; A welcome speech at a conference	

Speaking	Vocabulary	Grammar
Talking about your job; Asking about other people's jobs	Job titles and describing jobs; Names of company departments	Present simple and present continuous; Time expressions
Asking questions about companies	Finding and recording collocations	
Asking about products: past simple questions		Past simple; Regular and irregular verbs; Question forms
Discussion: how to design a website	Email and website terms	
Describing objects when you don't know the name	Vocabulary to describe objects: component parts, shapes, materials, uses; Office equipment; Describing problems with equipment	
Role-play: interviewing a company owner	Verbs to describe processes	The present passive
Role-play: making a telephone call to a supplier	Telephone language: completing a quiz	Modal verbs of obligation
Describing brands and markets; Discussing different advertising methods and advertising techniques	Vocabulary to talk about advertising and marketing; Language to describe cause and effect	
Role-play: making an appointment; Role-play: planning a sales event	Language for making appointments	Present continuous for future arrangements; <i>will</i> and <i>going to</i> future forms
	Vocabulary for air travel; Guessing unknown vocabulary through contrast words	Contrast words
Describing hotels; Role-play: at the hotel reception	Vocabulary to describe hotels and hotel facilities	
Discussing holidays and arrangements for time off; Role-play: finding out about conference facilities; Discussing how and where to make key decisions	Guessing vocabulary from context	Comparatives and superlatives

	Unit	Reading	Listening	Writing
Business relationships	13 Developing contacts 58–61	Business Network International: an article	Conversations when meeting someone for the first time	
	14 Cultural issues 62–65	Marketing in China: an article; Doing business in Finland: an extract from a guidebook	Cultural awareness: a radio interview; Gift-giving in Japan: a talk	
	15 Teamwork 66–69	Team-building events; <i>Kaizen</i> : an article	Creating good teams: a presentation	
	16 Entertaining clients 70–73	A restaurant review; Business golf: an article		Writing a thank you letter to a host
Finance	17 Describing statistics 74–77	Interpreting bar charts	Listening to statistical information: short extracts	
	18 Company finances 78–81	Halma: a secretive success: an article	A presentation by a company finance director	
	19 Investments 82–85	Shares and the stock exchange: a web page; Short articles from the business news; Men's and women's investments: an article	Men's and women's investments: an interview with the founder of an investment club	
	20 Starting up 86–89	Smoothie drinks: reading and comparing two articles; Kalido: an article on funding	Radio interview: the marketing director of a business support service	Writing letters to express interest in a new product
Human resources	21 Job applications 90–93	Writing your CV: an extract from a book; Online recruitment		Letter applying for a job; Letter inviting a candidate for interview; Letter giving the result of an application; Letters giving good and bad news
	22 Recruitment 94–97	Preparing for an interview: extract from a book giving advice; A Christmas text: an article	Radio interview on work situations: short extracts	
	23 Staff development 98–101	Advertisements for training courses; A memo and an advert; Centre Circle: an article	360 degree feedback: a radio interview	Filling in a form; Writing an email to book a place on a course
	24 Staff facts and figures 102–105	Use of emails: a business report; The right treatment for absentees: an article		Writing part of a business report
	Communication activities	106		
	Sample answers to writing exercises	110		
	EXAM SKILLS AND EXAM PRACTICE	113–152		
	Contents of exam section	113		
	Answer keys	153		
	Transcripts	168		

Speaking	Vocabulary	Grammar
Making small talk; Giving a timed speech to introduce a company	Guessing vocabulary from context	Present perfect and past simple
	Vocabulary to describe gifts: verb–noun collocations	Describing habits and customs
Discussing teams and team projects	Vocabulary to describe aims and achievements; Word-building	
Discussing ways of entertaining visitors; Telling a visitor about an event	Ways of describing food	Countable and uncountable nouns; Expressions of quantity
Describing figures and trends	Vocabulary to describe graphs and charts; Describing trends	Adjectives and adverbs; Comparisons
Discussing company information	Finance vocabulary	Pronouns and reference words
Role-play: a conversation with a financial adviser	Stocks and shares vocabulary; Guessing unknown words from context	
Giving a summary of an article	Collocation sets about time and money	<i>which/who/that/where</i> clauses
Discussing what to include in a CV	Headings for CVs; Describing application procedures	
Discussing applicants for a post; Hypothesising	Employment vocabulary	First and second conditionals
Discussing ways of giving feedback to staff	Sports vocabulary in business	
Doing a skills audit; Discussing company policies on absenteeism		Reported speech