

# Map of the book

	Unit	Reading	Listening	Writing
Human resources	<b>1 Staff development and training</b> 10–13	Recruitment brochure Training at Deloitte Touche	Conversation about a training course	
	<b>2 Job descriptions and job satisfaction</b> 14–17	The management accountant	What people like about their jobs A human resources manager	Brief job descriptions
	<b>3 Letters of enquiry and applications</b> 18–21	Job satisfaction at EMI	Advice on job applications	A letter of enquiry about careers An email applying for a job
	<b>4 Telephone skills</b> 22–25	A telephone quiz Phone answering tips	Telephone language Enquiring about a job	
<b>Grammar workshop 1 (Units 1–4)</b> 26–27 Comparison of adjectives and adverbs, Present perfect and past simple, Simple questions,				
Marketing	<b>5 Promotional activities and branding</b> 28–31	Promoting AXE The power of brands	Supermarkets' own brands	
	<b>6 New product development</b> 32–35	Developing and launching 'chai'	Developing and launching a new product Launching and promoting a product	
	<b>7 A stand at a trade fair</b> 36–39	The International Food Exhibition Preparing an exhibition stand	Conversation with a trade-fair organiser	An email giving information An email asking for information A fax answering enquiries A memo informing staff
	<b>8 Establishing relationships and negotiating</b> 40–43	Asking questions about a product	Establishing a business relationship Negotiating	An email summarising an agreement
<b>Grammar workshop 2 (Units 5–8)</b> 44–45 Countable/uncountable nouns, <i>-ing</i> forms and infinitives, The first conditional				
Starting new business activities	<b>9 Going it alone</b> 46–49	Buying into a franchise A letter to a franchiser	Why start your own business?	A letter of enquiry to a franchiser
	<b>10 Financing the start-up</b> 50–53	Raising finance	Setting up a food consultancy Setting up a multimedia company What's important when starting a company?	
	<b>11 Starting up in a new location</b> 54–57	A new location in Scotland A proposal	A new location in Scotland	A proposal
	<b>12 Presenting your business idea</b> 58–61	Making the most of presentations	Signalling the parts of a presentation	
<b>Grammar workshop 3 (Units 9–12)</b> 62–63 Tenses in time clauses, The second conditional, Comparing and contrasting ideas, Modal verbs				

Speaking	Vocabulary	Language work
Discussion: Who should pay for training? Preparing a staff training scheme	Job training: <i>bonus schemes, promotion, training budget, learning goals, etc.</i>	Expressing personal opinions Comparison of adjectives Making suggestions
Saying what you like/dislike about your job/studies Describing your job Discussion: How to handle job interviews	Acronyms for job titles Job titles Job descriptions	Forming questions
Discussions: What makes a great place to work? How best to apply for jobs	<i>Perks, colleagues, etc.</i> <i>Approachable, fulfilling, etc.</i>	Asking complex questions Formal/informal style
Discussions: Problems using the phone Telephone skills training Role-plays: Booking a hotel; Recruiting an assistant Talking at a business meeting		Structuring a talk
Complex questions		
Discussions: Advantages and disadvantages of promotional activities; Brands Role-play: Promoting a shampoo	Promotional activities Marketing terms: <i>brands, logo, etc.</i>	Brainstorming
Discussion: New products Launching a product Role-play: Promoting a new service	<i>Entrepreneurial, upmarket, etc.</i> Marketing vocabulary	Expressing purpose
Discussion: Trade fairs		Forming questions
Discussion: new products and negotiating Role-plays: Establishing a business relationship On a stand at a trade fair Negotiating a deal	<i>Stock, mark-up, sale or return, overheads, etc.</i> Terms and conditions	Asking questions about a product First conditional
Complex questions		
Discussion: Why start your own business? Advice on buying a franchise Questions to ask a franchiser	<i>Make a go, expertise, premises, mortgage, etc.</i> Financial terms	Tenses in time clauses
Discussion: What business would you start? Role-play: Getting advice about starting up Mini-presentation: Starting a business	Collocations for starting companies Ways of financing start-ups	Second conditional
Discussions: Extra information; What is important when starting in a new location?: Which city? Agents vs. distributors vs. joint ventures		Making recommendations Contrasting ideas
Structuring a presentation A brief presentation Role-play: Presenting your business idea	Equipment for presentations	Modal verbs



	Unit	Reading	Listening	Writing
Business travel	<b>13 Business hotels and sales conferences</b> 64–67	Business accommodation Planning a lively sales conference	Conference problems	The results of a survey
	<b>14 Business conferences</b> 68–71	A conference programme	Arranging conference facilities Networking at a conference A destination management company	
	<b>15 Reports</b> 72–75	The Forest Conference Centre	A report on the use of private company jets	A report on the use of private company jets
	<b>16 Business meetings</b> 76–79	Think before you meet	Talking about meetings A business meeting	A report about meetings An email agreeing to a meeting
<b>Grammar workshop 4 (Units 13–16)</b> 80–81 <i>While and whereas</i> for contrasting ideas, Modal verbs: perfect forms, Passives 1 & 2, <i>Too/enough</i>				
New technologies, innovation, and change	<b>17 New technologies and change</b> 82–85	The Internet and change Change at Adobe Systems	Changes at work	
	<b>18 Using the Internet</b> 86–89	Website design	E-shopping at Tesco.com Websites and business	Email requesting an upgrade to a website
	<b>19 A staff survey</b> 90–93	Reading a report	A working party	Report on staff survey to modernise office
	<b>20 Offshoring and outsourcing</b> 94–97	Can outsourcing work for small businesses?	What should we offshore? Offshoring from Britain	
<b>Grammar workshop 5 (Units 17–20)</b> 98–99 <i>Used to</i> , Articles, Reported speech				
Customer relations	<b>21 Customer loyalty</b> 100–103	From satisfaction to loyalty	A supermarket and customer loyalty	
	<b>22 Communication with customers</b> 104–107	Turning complaints to your advantage Training in customer communication skills	Communicating with customers at Espresso Customer communication at Not Just Food	
	<b>23 Corresponding with customers</b> 108–111	A letter about a new service A letter from a dissatisfied customer	Preparing a letter of complaint	A letter about a new service A letter of complaint
	<b>24 A business seminar</b> 112–115	Advertisement for a business seminar	Speakers at a business seminar A short talk	
<b>Grammar workshop 6 (Units 21–24)</b> 116–117 Relative pronouns, Expressing causes, Expressing results				
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<b>EXAM SKILLS AND EXAM PRACTICE</b>		121–153		
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Speaking	Vocabulary	Language work
Discussion: The needs of the business traveller Mini-presentation: business travel Planning a conference	Hotel vocabulary; <i>subscribers, chain</i> , etc. Conference vocabulary: <i>keynote speech, tailor</i> , etc.	Expressing criticism (modal perfects) Contrasting ideas
Role-play: Networking Discussion: Choosing a conference destination	<i>Networking, reinventing, enhancing</i> , etc.	
Saying what charts show Discussion: Private jets	Vocabulary for expressing changes	Using the passive
Discussion: Meetings A survey of meetings; Speaking at a meeting Role-play: A finance meeting	Types of meeting; Meeting vocabulary Verbs for meetings; <i>cornerstone, set out to</i> , etc.; Expressing opinions	<i>Too and enough</i>
Discussions: New technologies and change What is important when making changes? Role-play: Introducing new technology	New technology, <i>customer base, knowledge worker, licence fees, applications</i> , etc.	<i>Used to</i> for past actions/habits The definite article
Discussions: Your favourite websites; What is important when buying over the Internet?	Computers; Internet <i>Straightforward, target audience</i> , etc.	
Discussion: The results of a survey	Flexible working; Expressing numbers	Reported speech Reporting verbs
Discussion: Advantages/ disadvantages of offshoring Role-plays: Offshoring parts of a clothing manufacturers Outsourcing to reduce risk	Discussion phrases <i>Make redundant, assurance, shareholder</i> , etc.	Expressing causes
Discussion: What makes you a loyal customer? Role-play: A staff meeting	<i>Bond, revenue, vendor</i> , etc.	Relative pronouns
Discussion: Effective methods of communication Advice on dealing with complaints Role-play: Dealing with losing customers	Customer collocations <i>Rapport, retain</i> , etc.	
Discussion: Communicating new products and service, keeping customers happy		Expressing results
Discussion: What you can learn from other people in business Speaking at a business seminar	Discourse markers for short talks	Expressions followed by <i>-ing</i> forms