

## Discussion

## Texts

## Language work

## Skills

## Case study

**Unit 1  
Globalisation**

page 6

Discuss ideas about globalisation

Reading: The advantages and disadvantages of globalisation – *Financial Times*  
Phone rage – *Financial Times*

Listening: The dangers and benefits of globalisation

Words to describe ways of entering new markets

Comparing

Managing telephone calls

Fortune Garments: Solve the problems of a global company

Writing: memo

**Unit 2  
Brands**

page 14

Talk about your favourite brands

Discuss three authentic product promotions

Reading: Fashion Piracy – *Financial Times*

Listening: An interview with a marketing specialist

Words that go with *brand*

Past simple and present perfect

Taking part in meetings

Caferoma: Solve the problems of a leading brand

Writing: memo

**Unit 3  
Travel**

page 22

Describe likes and dislikes about travelling

Reading: A promotional letter / a leaflet  
Air rage – *Financial Times*

Listening: An interview with a customer services trainer

English and American travel words

Countable and uncountable nouns  
*will*

Making arrangements on the telephone

The team-building seminar: Make arrangements for participants

Writing: e-mail

**Unit 4  
Advertising**

page 30

Discuss authentic advertisements

Discuss good and bad advertising practices

Reading: Outdoor advertising – *The Economist*

Listening: An interview with a marketing manager

Words and expressions for talking about advertising

Articles: *a, an, the*

Starting presentations

Focus Advertising: Create and present an advertising campaign

Writing: summary

**Unit 5  
Employment**

page 38

Choose the most important qualities for job candidates

Describe bad experiences at work

Reading: How to select the best candidates – *Financial Times*

Listening: An interview with experienced job interviewer

Words to describe personal character  
Questions

Managing meetings

Slim Gyms: Choose the best candidate for the job of General Manager

Writing: promotional leaflet

**Unit 6  
Trade**

page 46

Talk about imported and exported goods

Complete a chart about national wealth

Reading: A letter of credit  
Listening: An interview with an expert on negotiating

Words for talking about international trade

Conditions

Negotiating

Ashbury Guitars: Negotiate a deal with an overseas guitar manufacturer

Writing: fax

**Unit 7  
Innovation**

page 54

Match famous inventors to their inventions

Discuss strange but real inventions and innovations

Reading: Innovation and the market – *Financial Times*

Listening: An interview with an expert on presentations

Positive and negative words to describe inventions

Passives

Presenting

International Leatherware: Create a design for an international competition

Writing: news article

**Unit 8  
Organisation**

page 62

Rank status symbols in order of importance

Reading: Flexibility in the workplace – *The Times*

Listening: An interview with a project manager

Words and expressions to describe types of company

Noun combinations

Socialising

Faredeal Travel: Reorganise the structure, layout and working practices of a travel company

Writing: report

**Discussion**

**Texts**

**Language work**

**Skills**

**Case study**

**Unit 9  
Money**

page 70

Do a quiz and discuss attitudes to money

Reading: Three stock market speculations

Listening: An interview with a bank director

Describing trends

Dealing with figures

Angel Investments: Raise the money to finance a new invention

Writing: report

**Unit 10  
Ethics**

page 78

Discuss ethics at work

Rank a list of unethical activities

Reading: The most and least corrupt countries – *Times*

Listening: An interview with a senior manager

Words to do with *honesty* and *dishonesty*

Narrating

Problem solving

Profit or principle: Decide if a manager has acted unethically and what action to take

Writing: letter

**Unit 11  
Change**

page 86

Discuss attitudes to change in general and at work

Rank stressful situations

Reading: A CEO's views on managing change

Listening: An interview with an independent management consultant

Words for describing meetings

Reporting

Meetings

Metrot: Agree on changes at a company that has been taken over

Writing: action minutes

**Unit 12  
Strategy**

page 94

Define strategy and discuss who should be involved in making strategy

Reading: The advantages and disadvantages of a merger

Listening: An interview with the head of a worldwide organisation

Words for talking about business strategies

Dependent prepositions

Decision-making

Texan Chicken: Work out a strategy to save a failing fast food company

Writing: press release

**Unit 13  
Cultures**

page 102

Discuss the importance of cultural awareness in business

Reading: Doing business across cultures – *Financial Times*

Listening: An interview with an expert on cultural awareness

Modal verbs

Social English

See also: The social-cultural game on pages 148 and 149

Visitors from China: Plan a visit by a Chinese manufacturer

Writing: fax

**Unit 14  
Leadership**

page 110

Discuss the qualities of good leadership

Reading: Profile of a leading chief executive

Listening: An interview with a leading chief executive

Words to describe character

Relative clauses

Leading a team

Orbit Records: Discuss ideas to save a failing music retailer

Writing: letter

**Unit 15  
Competition**

page 118

Do a quiz on how competitive you are

Reading: Strategies to gain a competitive advantage

Listening: An interview with a senior executive about competition

Words and expressions for talking about competition

Talking about the future

Negotiating

City Plaza Hotel: Work out a new competitive strategy for a hotel

Writing: report

**Unit 16  
Quality**

page 126

Discuss different ways of measuring quality

Reading: New style quality – *The Financial Times*

Listening: Two interviews about defective products

Words for talking about quality control and customer services

Prepositions of time

Complaining on the telephone

Western Airport: Work out an action plan following complaints from passengers

Writing: memo