

Map of the course

Topic: International marketing	Lesson	Focus	Language	Input: Reading / Listening	Output: Speaking / Writing
Unit 1: Market entry strategies	1.1 Theory	An overview of market entry strategies	Market entry terms and concepts	Interview with Dr Dennis De, ESB Business School / <i>An Introduction to International Marketing</i> by Keith Lewis and Matthew Housden, University of Greenwich	Select an appropriate market entry strategy for a private university
	1.2 Practice / Case study	Entering the global market	Adding emphasis to explanations	<i>Quintessentially Group</i> Interview with Paul Drummond, Co-founder and Group Commercial Director	Select a franchise partner in a new country market
	1.3 Skills	Brainstorming	Strategies for moving discussions forward	Recording of a management training session on brainstorming	Brainstorm a new brand slogan
Unit 2: Standardisation and differentiation	2.1 Theory	Different approaches to international marketing	Word formations and word partnerships	Two perspectives on international marketing – Dr Marieke de Mooij, University of Navarra and Dr Jim Blythe, University of Glamorgan	Adapt advertisements to fit different cultures
	2.2 Practice / Case study	Standardisation and differentiation of a product in different markets	Language to describe brands, products and markets	<i>Piaggio Vietnam</i> interview with Costantino Sambuy, CEO	Decide where to position a brand in a specific market
	2.3 Skills	Time management	The language of time management	Extract of a lecture by Randy Pausch, Virginia University / meeting extract to discuss time management at an IT company	Advise an employee on better time management
Writing 1	Writing notes for presentation slides	Create effective notes for presentations	Language for preparing presentation slides	Presentation materials from Eye to Eye Television	Prepare and deliver a welcome presentation

▶◀ Watch Sequence 1 on the DVD to find out more about International marketing.

Topic: Competition and entrepreneurship	Lesson	Focus	Language	Input: Reading/Listening	Output: Speaking/Writing
Unit 3: Competition within industries	3.1 Theory	Porter's Five Forces Theory of Competition	Different ways of making comparisons	Interview with Dr Alex Muresan, London Metropolitan University	Analyse and present an industry's competitive forces
	3.2 Practice / Case study	Competition within an industry	Noun phrases	<i>The UK budget hotel industry</i> article from <i>Daily Mail</i>	Present a hotel chain to potential investors
	3.3 Skills	Making a sales pitch	Persuasive language	Extract from a sales presentation by <i>Bizantra</i>	Make a persuasive e-presentation of a product or service
Unit 4: Entrepreneurship	4.1 Theory	Ways of fostering entrepreneurship	Language for giving informal advice	Interview with Dr Shai Vyakarnam, Cambridge Judge Business School, University of Cambridge	Propose a project to foster entrepreneurship in schools
	4.2 Practice / Case study	Entrepreneurship in action	Quantifying data	<i>Jack Ma (Alibaba)</i> Extract from <i>The Inside Story Behind Jack Ma and the Creation of the World's Biggest Online Marketplace</i>	Explore ideas for starting a business in China
	4.3 Skills	Collaborative and aggressive negotiation strategies	Negotiating language	Extract from a negotiation between a manufacturer and a supplier	Negotiate on price
Writing 2	Business plan and executive summary	The structure of a business plan	Key features of an executive summary	Advice on writing a business plan from <i>Royal Bank of Canada</i>	Write an outline business plan

▶◀ Watch Sequence 2 on the DVD to find out more about Competition and entrepreneurship.

Topic: Management and leadership	Lesson	Focus	Language	Input: Reading/Listening	Output: Speaking/Writing
Unit 5: Crisis management	5.1 Theory	Dealing with crisis events	Comparison of strategy and tactics	Extract from <i>The Black Swan – The Impact of the Highly Improbable</i> by Dr Nassim Nicholas Taleb	Decide tactics to deal with crisis events
	5.2 Practice / Case study	Successfully dealing with a crisis	Financial terms	<i>Ceramic Fuel Cells Ltd</i> Interview with Brendan Dow, Managing Director	Prepare for 'What if ... ?' scenarios
	5.3 Skills	Dealing with conflict	Conflictual idioms and metaphors	Extract from a meeting between a restaurant manager and drinks supplier	Deal with a conflictual situation
Unit 6: Leadership	6.1 Theory	Leadership styles and qualities	Describing leadership styles and behaviour	Extract from 'Leadership that gets results' by Daniel Goleman in <i>Havard Business Review</i>	Choose a leader to fit a specific type of organisation
	6.2 Practice / Case study	A business leader	Understanding proverbs	Interview with Nikki King, UK Businesswoman of the Year	Advising an organisation on leadership
	6.3 Skills	Motivating staff	Transactional and transformational language	Extract from a team-building meeting in a hotel	Motivate a staff member
Writing 3	Write effective emails	Email exchanges	Features of effective emails	Emails from a chain of correspondence amongst colleagues	Write a fast email exchange between colleagues

▶◀ Watch Sequence 3 on the DVD to find out more about Management and leadership.

Topic: Globalisation	Lesson	Focus	Language	Input: Reading/Listening	Output: Speaking/Writing
Unit 7: International communication	7.1 Theory	Culture in international business	Key intercultural words and concepts	Interview with Dr Fons Trompenaars, President of Trompenaars Hampden-Turner	Explore and present a work culture
	7.2 Practice / Case study	Internationalising a company	Linking ideas and information	<i>Rakuten</i> an article on their English language policy from <i>The Japan Times</i>	Develop an English language policy for an international company
	7.3 Skills	Conducting successful intercultural communication	Collaborative turn-taking	Extracts from interviews with business experts	Make recommendations to improve communication in an international company
Unit 8: International outsourcing	8.1 Theory	Avoiding outsourcing pitfalls	Outsourcing language	Extract from a journal article by Jérôme Barthélemy, ESSEC Business School	Discuss cases of extreme outsourcing
	8.2 Practice / Case study	Offshore outsourcing	Modifiers and intensifiers	<i>Business Processing Association Philippines</i> Interview with Gigi Virata, Senior Executive Director	Resolve misunderstandings between client and outsourcing provider
	8.3 Skills	Dealing with Q&A	Inviting and replying to questions	The Q&A session from an annual shareholder meeting	Deal with a Q&A session discussing staff redundancies
Writing 4	Follow-up emails	Responding to emails	Reminding, explaining and requesting	Email from a sales company in USA to a client in China	Write an email to a potential client

▶◀ Watch Sequence 4 on the DVD to find out more about Globalisation.

Topic: Design, technology and innovation

Lesson	Focus	Language	Input: Reading/Listening	Output: Speaking/Writing	
Unit 9: Affordable innovation	9.1 Theory	Affordable innovation through reverse innovation	Concepts of innovation	Article <i>Made in India for the World</i> from <i>Business Today, India</i>	Debate low-cost innovation solutions
	9.2 Practice / case study reverse	Low-cost reverse innovation in practice	Word partnerships	<i>GE Healthcare</i> interview with Professor Vijay Govindarajan, Chief Innovations Officer	Develop a reverse innovation marketing strategy
	9.3 Skills	Dealing with criticism	Direct, indirect, negative and constructive criticism	Extract from a marketing meeting	Make and take criticism
Unit 10: Design and invention	10.1 Theory	Design in business	Noun-noun word partnerships	Interview with Dr Clare Brass, Royal College of Art	Design a solution to an everyday problem
	10.2 Practice / Case study	A design-led company	Multiple adjectives / Making analogies	<i>Dyson</i> An article about Dyson and an extract from an interview with Sir James Dyson, founder	Explain unusual inventions to potential investors
	10.3 Skills	Communicating negative information in a positive light	Understand euphemisms	Extracts of a presentation given by the Sales Director of a large telecommunications company to managers	Communicate negative information and bad news in a positive way
Writing 5	Writing for meetings	Notes, minutes and agenda	Structure and style in meeting minutes	Extracts from and agenda for a meeting at a large Management Consultancy	Produce an agenda, notes and minutes of an issue affecting the workforce

▶◀ Watch Sequence 5 on the DVD to find out more about Design, technology and innovation.

Topic: Trade, finance and the economy

Lesson	Focus	Language	Input: Reading / Listening	Output: Speaking / Writing	
Unit 11: The economic environment	11.1 Theory	Government influence on the economic environment	Word partnerships and verb patterns	Interview with Tatiana Damjanovic, University of Exeter	Assess impact of government and central bank action on a family household
	11.2 Practice / Case study	Managing economic and financial risk	Economic and financial terms and phrases	<i>Unilever</i> Extract from company annual report	Advise a company on managing financial risk
	11.3 Skills	Presenting charts and statistics	Language for structuring and describing	Extracts from a presentation on <i>Driving International Success: Reaching Auto Consumers Globally</i> by Josh Crandall, President of Netpop Research	Represent data on a chart and present it on a slide
Unit 12: International trade	12.1 Theory	Free trade or protectionism?	Inversion	Extracts from <i>Making Globalization Work</i> by Joseph Stiglitz	Debate arguments for and against free trade
	12.2 Practice / Case study	The impact of signing a free trade agreement	Terms of economic convergence and divergence	<i>NAFTA Office of Mexico in Canada</i> Interview with Carlos Piñera, Chief Representative	Look at reasons for and against joining a free trade association from business and government perspectives
	12.3 Skills	Managing meetings	Language for negotiating problems	Extracts from a meeting at a business training provider	Overcome problems in meetings
Writing 6	Reporting statistical information	Describing graphs with financial and economic data	Trends, developments and changes	Financial information on leading oil companies	Write a report

▶◀ Watch Sequence 6 on the DVD to find out more about Trade, finance and the economy.

Topic: 21st-century enterprise	Lesson	Focus	Language	Input: Reading / Listening	Output: Speaking / Writing
Unit 13: Sustainable development	13.1 Theory	The triple bottom line	Topic vocabulary	Extracts from <i>The Triple Bottom Line: What Is It and How Does It Work?</i> by Dr Timothy F. Slaper and Tanya J. Hall	Use the triple bottom line to discuss impacts on stakeholders
	13.2 Practice / Case study	The sustainable city	Contrasting language	<i>Masdar City</i> promotional presentation	Develop a sustainable city
	13.3 Skills	Problem-solving	Suggestions and advice	Extracts from a discussion at a pharmaceutical company	Discuss solutions to problems in a meeting
Unit 14: Social enterprise	14.1 Theory	Perspectives on social enterprise	Word partnerships	Interviews with Professor Jane Wei-Skillern, Stanford Graduate Business School and Dr Helen Haugh, Cambridge Judge Business School, University of Cambridge	Discuss funding for a social enterprise in crisis
	14.2 Practice / Case study	A social enterprise in action	Referencing	<i>Trashy Bags</i> Extracts from company website	Compete for a work placement opportunity
	14.3 Skills	Conference calls	Managing a conference call and interrupting language	A conference call between employees of RESNA	Participate in a conference call to discuss branding
Writing 7	Writing a covering letter for a CV	Job applications	Error correction	Career advice from a job recruitment agency	Write a CV covering letter

▶ Watch Sequence 7 on the DVD to find out more about 21st-century enterprise.

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