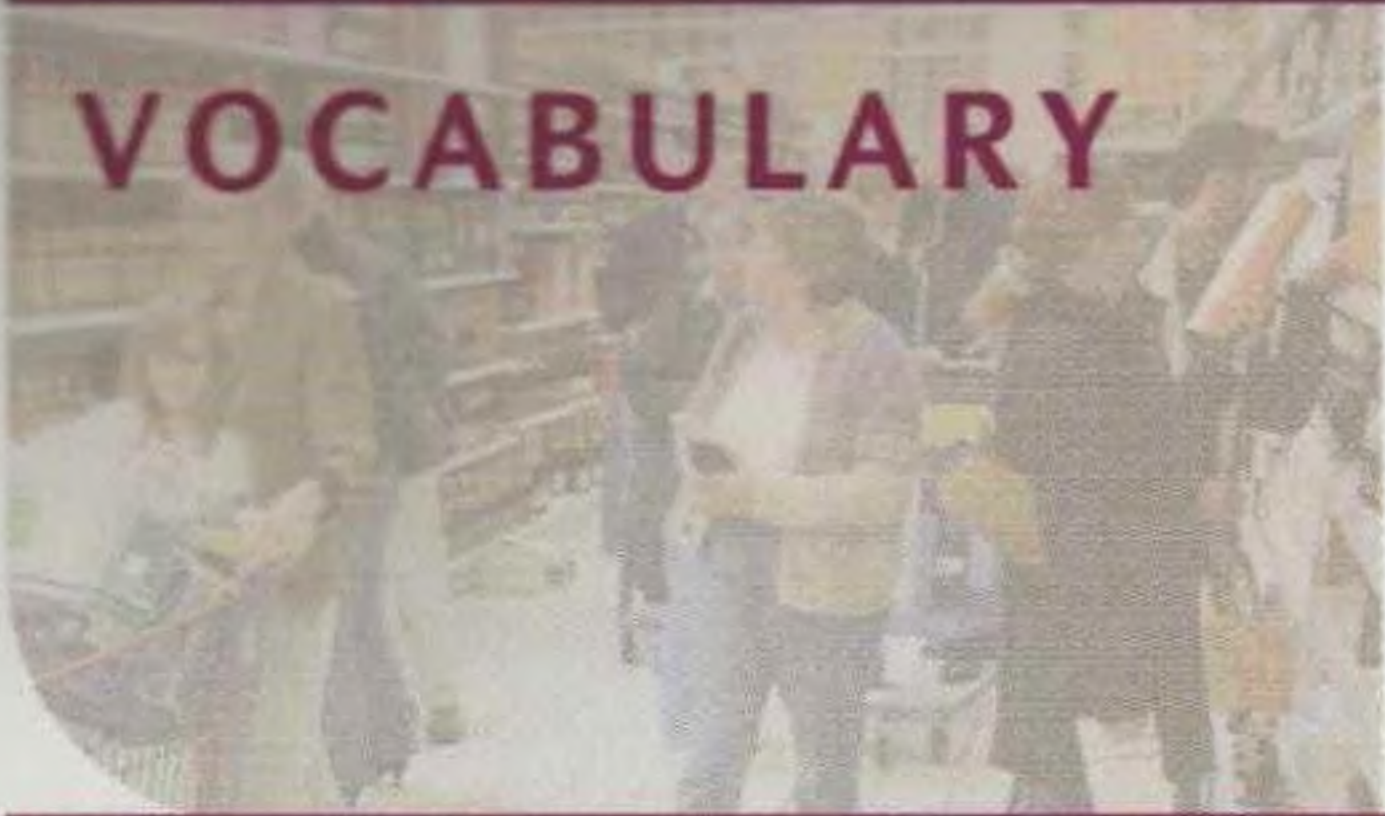



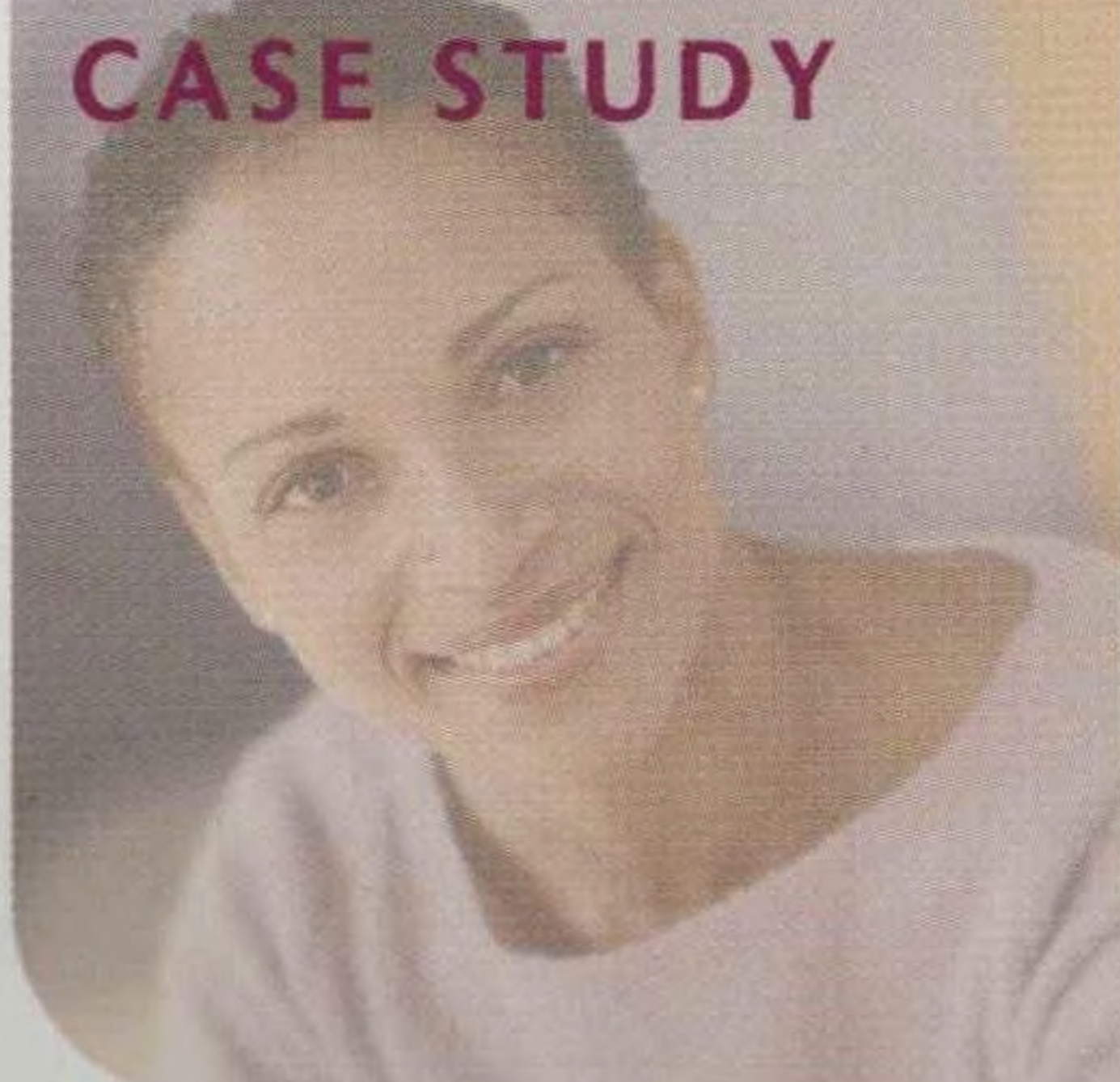
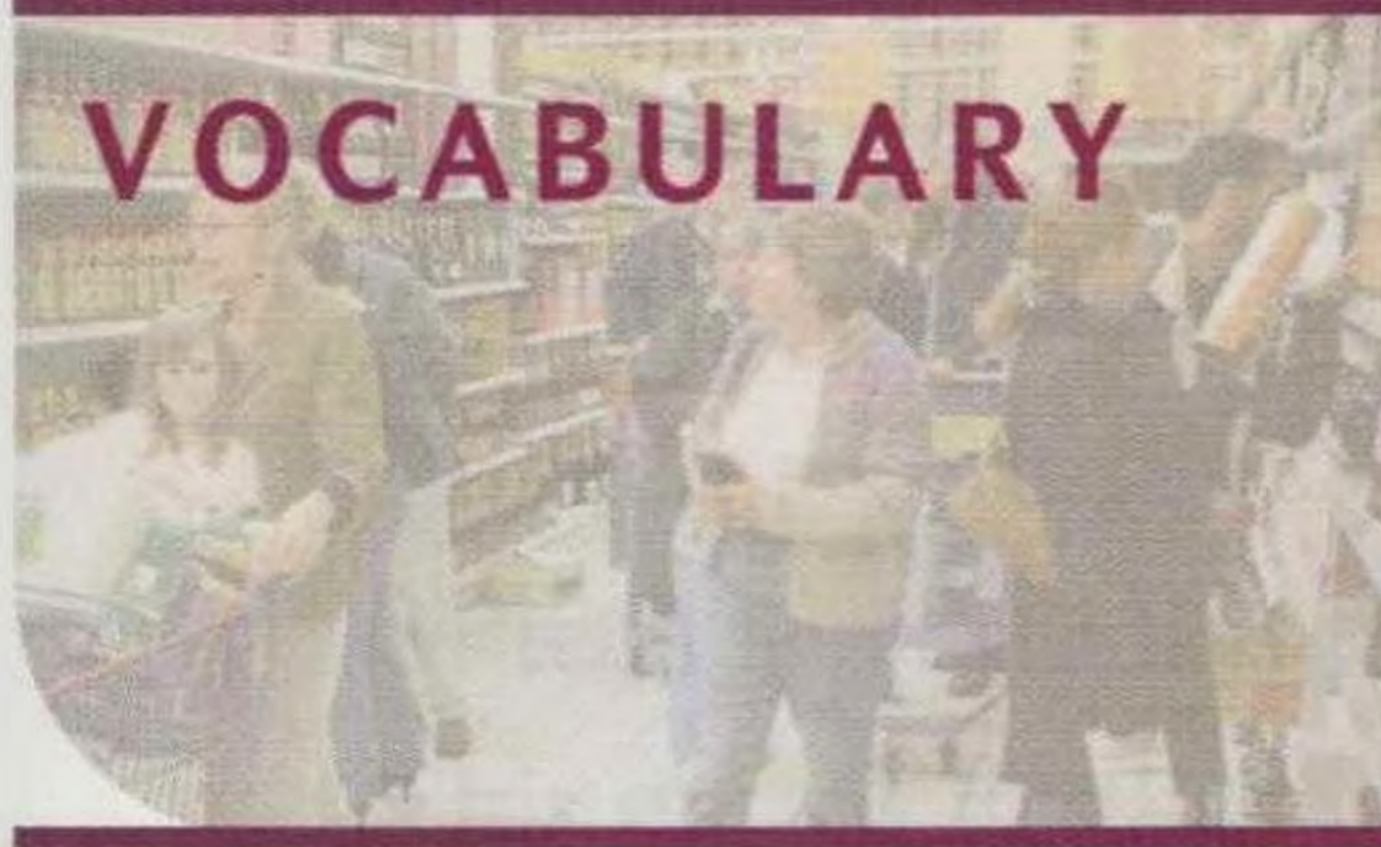

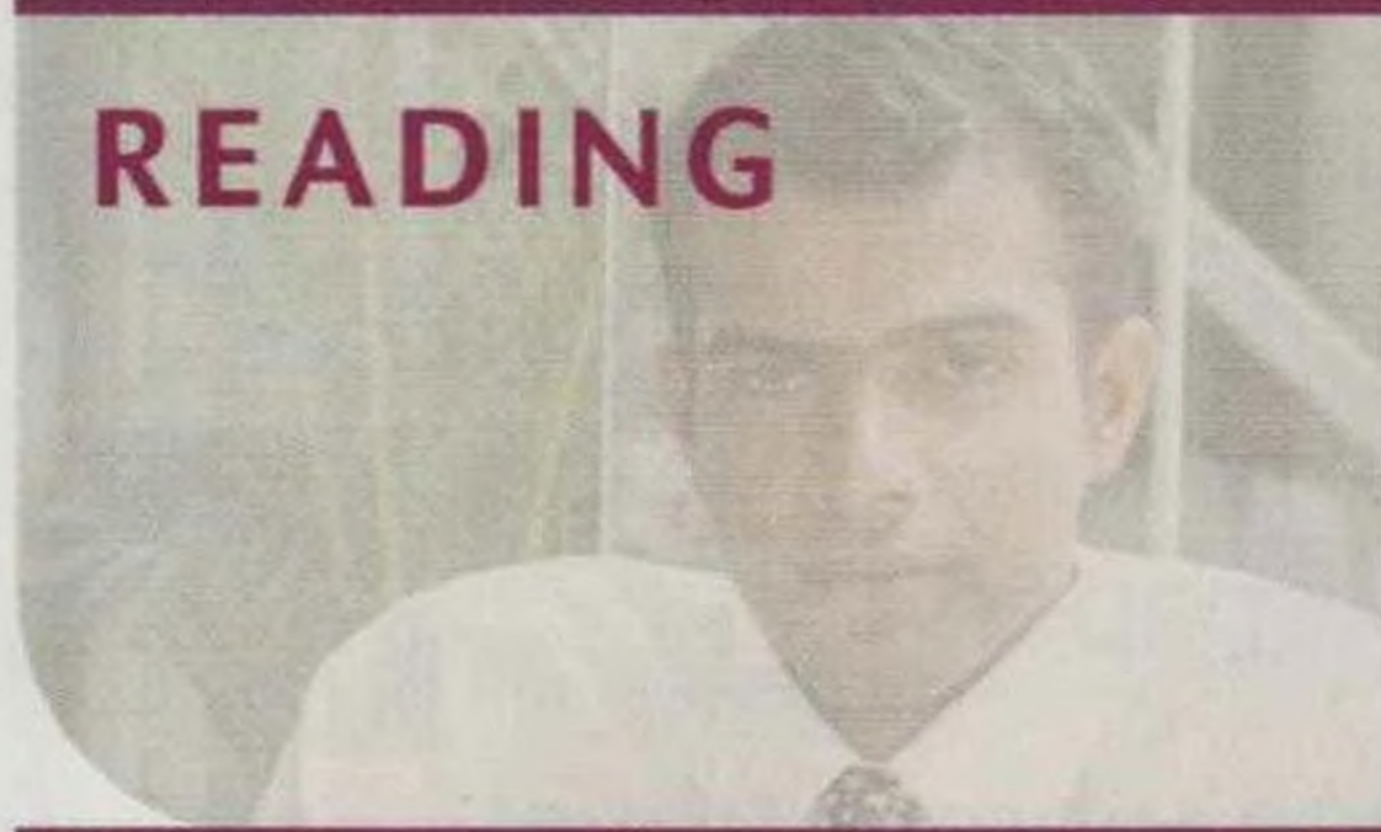
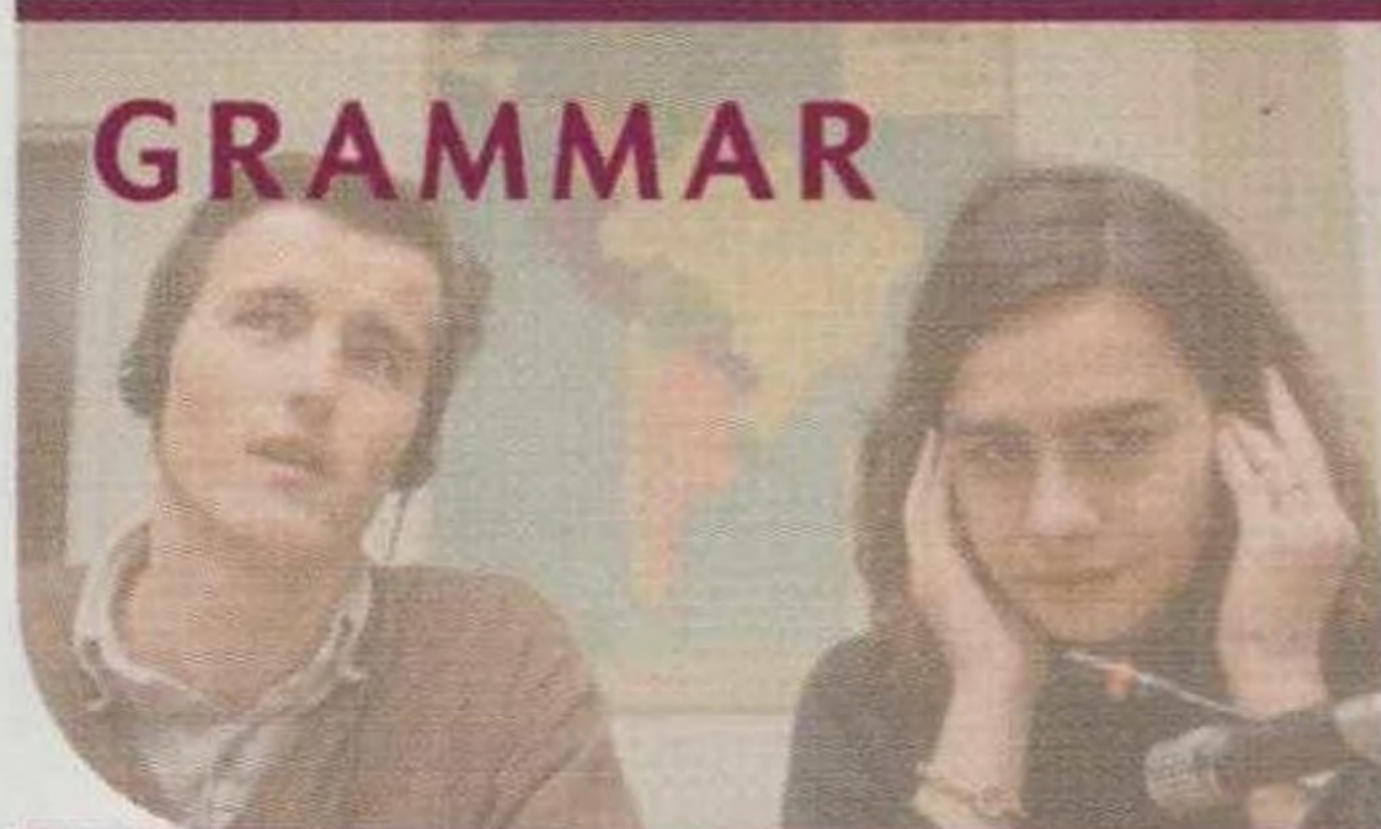



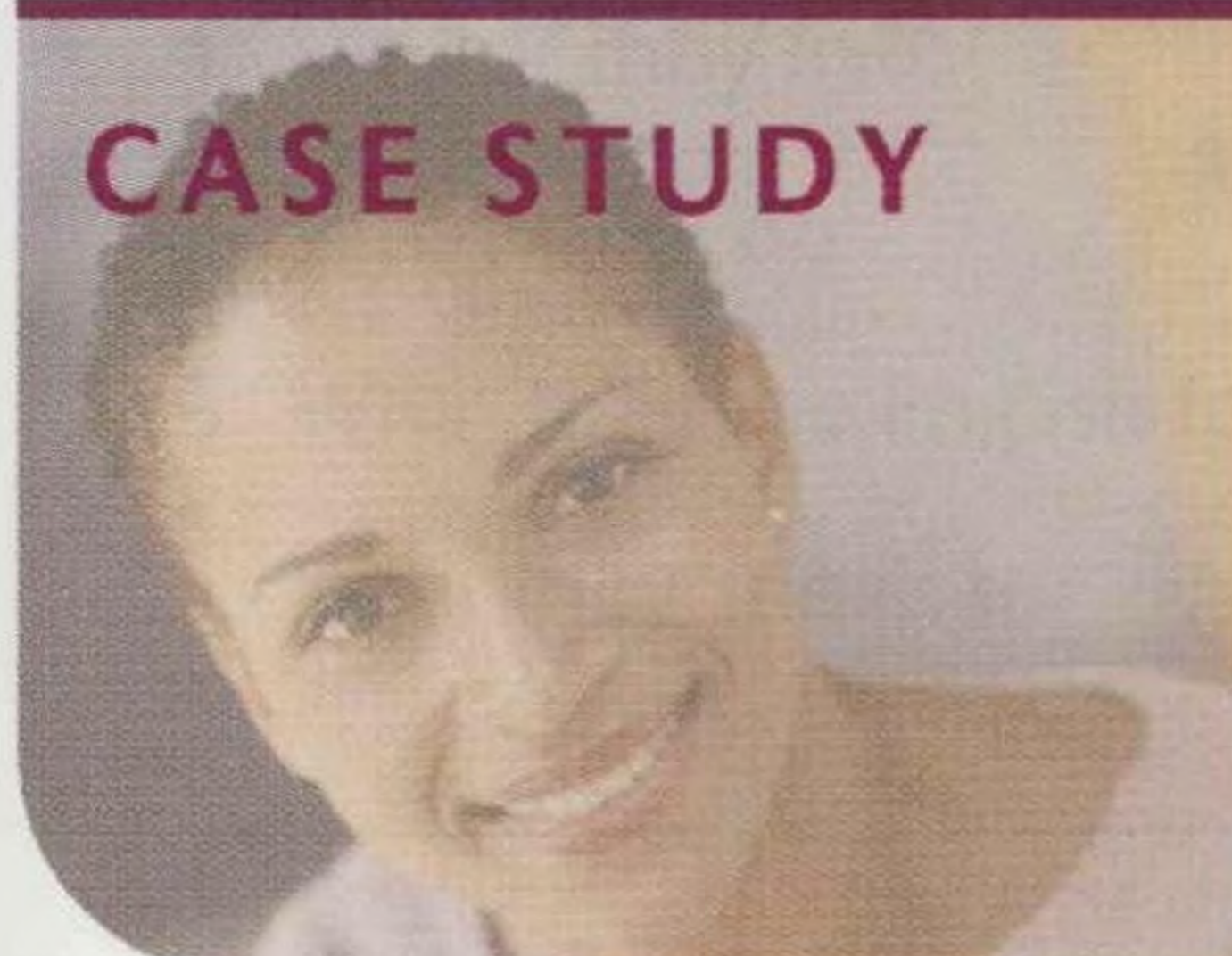


	1 Communication p6	2 Careers p14	3 Employment p22
VOCABULARY 	Communication in business	Applying for jobs	Employment – adjectives to describe people
LISTENING 	Using English for work	Attitudes towards work	How employable are you?
READING 	Benefits of learning other languages	Two people talk about jobs	Changing economies
GRAMMAR 	Tense review	Present simple and continuous	Past simple and present perfect
LANGUAGE FOR 	Telephoning and leaving messages	Giving advice	Asking questions and stating preferences
SPEAKING 	Leaving and taking messages	Advising a colleague	Expressing preferences about working conditions
WRITING 	Letters, faxes, and emails	Producing a CV	Covering letter for a CV
CASE STUDY 	A company language policy	Finding the right job	Choosing the right person for the job

	4 Import-Export p30	5 Marketing p38	6 Retail p46
VOCABULARY 	Trade / Import-Export	Marketing	Retail outlets and the supply chain
LISTENING 	Advantages and disadvantages of free trade	Marketing sportswear brands	Supermarket stocking strategies
READING 	The banana trade and trade wars	USPs and the product life cycle	Changes in shopping behaviour
GRAMMAR 	Countable and uncountable nouns	Modals	Future forms with <i>will</i>
LANGUAGE FOR 	Dealing with customer calls	Making logical connections	Giving instructions
SPEAKING 	Placing an order over the phone	Presenting a product	Teaching a colleague how to use office equipment
WRITING 	Covering letter with proforma invoice	Following up a potential client contact	Producing a memo
CASE STUDY 	Import and export problems	Developing a marketing strategy	Solving a retail problem

	7 Competition p54	8 Innovation p62	9 Money / Negotiation p70
VOCABULARY 	Competition and product development	Inventions and innovations	Buying, selling, and negotiating
LISTENING 	How companies can stay ahead	Innovation at Michelin	Successful selling techniques
READING 	How Harley-Davidson survived competition	Dyson and Baylis	How to negotiate a bank loan
GRAMMAR 	Making comparisons	The passive	1st and 2nd conditional
LANGUAGE FOR 	Making suggestions	Presenting	Negotiating
SPEAKING 	Discussing improvements to a product	Giving an effective presentation	Negotiating a good deal
WRITING 	Dealing with customer complaints	Promotional copy for new products	Chasing late payments
CASE STUDY 	Saving a company	Developing and promoting an invention	Negotiating a satisfactory deal

Complete the sentences with the words in the box.

	10 Market research p78	11 Investment p86	12 Ethics p94
VOCABULARY 	Market research / advertising	The economy and investment	Ethics at work
LISTENING 	Different market research methods	Bull and bear markets	Unethical behaviour in the workplace
READING 	Unsuccessful promotions	Risk of financial investments	Product tampering
GRAMMAR 	Relative clauses	Reported speech	3rd conditional
LANGUAGE FOR 	Indirect questions	Meetings	Regrets and criticisms
SPEAKING 	Carrying out a survey	An investment club meeting	Expressing regrets about situations
WRITING 	A short report on research findings	Minutes for a meeting	Confirming an order / contract details
CASE STUDY 	Launching a new product	Stock market game	Cases of discrimination

Information files
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Grammar guide
p115

Listening scripts
p128

CD-ROM
p141

Glossary of business terms
p168