

# Contents

Introduction 4–7

**1** Companies 8–12

**2** Contacts 13–17

**3** Products & services 18–22

**Viewpoint 1** A company profile 23–24

**4** Visitors 25–29

**5** Customer service 30–34

**6** Employment 35–39

**Viewpoint 2** The customer journey 40–41

**7** Travel 42–46

**8** Orders 47–51

**9** Selling 52–56

**Viewpoint 3** What colour is your logo? 57–58

**10** Environment 59–63

**11** Entertaining 64–68

**12** Performance 69–73

**Viewpoint 4** Green business 74–75

**13** Future trends 76–80

**14** Time 81–85

**15** Training 86–90

**Viewpoint 5** A successful partnership 91–92

Practice file answer key 93–96