

Map of the book

	Unit	Reading	Listening	Writing
Company profiles	1 The working day 10–13	Changing places: job swapping at work	Being a PA	
	2 Corporate culture 14–17	What kind of company culture would suit you?: reading and answering a quiz; A company culture statement	Company culture: a conversation between two employees	
	3 Company history 18–21	Levi Strauss: an article on company history; Hongdou: an article on the history of a Chinese clothing company	Joseph Rowntree: a business studies lecture	
	4 The Internet 22–25	Designing your website: an article	Email addresses	Set phrases for emails and letters; Writing emails: formal and informal style
Production and selling	5 Describing equipment 26–29	Leasing equipment: a web page; Problems with equipment: emails and headings on a form	Listening to descriptions of gadgets	Filling in a form
	6 Processes and procedures 30–33	Waratah: an article on an Australian clothing company	Chanel No 5: an interview about a production process; Office procedures: a conversation	
	7 Distribution and delivery 34–37	Selling your product abroad: an article	Enquiring about orders and deliveries; Chasing an order: telephone conversations	Phone messages
	8 Advertising and marketing 38–41	Descriptions of advertising media; Singapore Airlines: an article on the branding of an airline	Methods of advertising: an interview with the director of an advertising agency	
Business travel	9 Making arrangements 42–45		Making and changing appointments: voicemail messages and phone conversations; Future intentions and predictions: short extracts	
	10 Transport 46–49	Travel arrangements: notices and short messages; Eurostar: an article on train travel	Car clubs: a radio interview	
	11 Business accommodation 50–53	Hotel advertisements; Capsule hotels: an article on a special type of hotel	Distinguishing polite and rude intonation	Writing an email or fax to a hotel
	12 Out of the office 54–57	Thinking outside the box: an article on offsite meetings	Two colleagues choosing a venue; A welcome speech at a conference	

	Speaking	Vocabulary	Grammar
	Talking about your job; Asking about other people's jobs	Job titles and describing jobs; Names of company departments	Present simple and present continuous; Time expressions
	Asking questions about companies	Finding and recording collocations	
	Asking about products: past simple questions		Past simple; Regular and irregular verbs; Question forms
	Discussion: how to design a website	Email and website terms	
	Describing objects when you don't know the name	Vocabulary to describe objects: component parts, shapes, materials, uses; Office equipment; Describing problems with equipment	
	Role-play: interviewing a company owner	Verbs to describe processes	The present passive
	Role-play: making a telephone call to a supplier	Telephone language: completing a quiz	Modal verbs of obligation
	Describing brands and markets; Discussing different advertising methods and advertising techniques	Vocabulary to talk about advertising and marketing; Language to describe cause and effect	
	Role-play: making an appointment; Role-play: planning a sales event	Language for making appointments	Present continuous for future arrangements; <i>will</i> and <i>going to</i> future forms
		Vocabulary for air travel; Guessing unknown vocabulary through contrast words	Contrast words
	Describing hotels; Role-play: at the hotel reception	Vocabulary to describe hotels and hotel facilities	
	Discussing holidays and arrangements for time off; Role-play: finding out about conference facilities; Discussing how and where to make key decisions	Guessing vocabulary from context	Comparatives and superlatives

	Unit	Reading	Listening	Writing
Business relationships	13 Developing contacts 58–61	Business Network International: an article	Conversations when meeting someone for the first time	
	14 Cultural issues 62–65	Marketing in China: an article; Doing business in Finland: an extract from a guidebook	Cultural awareness: a radio interview; Gift-giving in Japan: a talk	
	15 Teamwork 66–69	Team-building events; <i>Kaizen</i> : an article	Creating good teams: a presentation	
	16 Entertaining clients 70–73	A restaurant review; Business golf: an article		Writing a thank you letter to a host
Finance	17 Describing statistics 74–77	Interpreting bar charts	Listening to statistical information: short extracts	
	18 Company finances 78–81	Halma: a secretive success: an article	A presentation by a company finance director	
	19 Investments 82–85	Shares and the stock exchange: a web page; Short articles from the business news; Men's and women's investments: an article	Men's and women's investments: an interview with the founder of an investment club	
	20 Starting up 86–89	Smoothie drinks: reading and comparing two articles; Kalido: an article on funding	Radio interview: the marketing director of a business support service	Writing letters to express interest in a new product
Human resources	21 Job applications 90–93	Writing your CV: an extract from a book; Online recruitment		Letter applying for a job; Letter inviting a candidate for interview; Letter giving the result of an application; Letters giving good and bad news
	22 Recruitment 94–97	Preparing for an interview: extract from a book giving advice; A Christmas text: an article	Radio interview on work situations: short extracts	
	23 Staff development 98–101	Advertisements for training courses; A memo and an advert; Centre Circle: an article	360 degree feedback: a radio interview	Filling in a form; Writing an email to book a place on a course
	24 Staff facts and figures 102–105	Use of emails: a business report; The right treatment for absentees: an article		Writing part of a business report
	Communication activities	106		
	Sample answers to writing exercises	110		
	EXAM SKILLS AND EXAM PRACTICE	113–152		
	Contents of exam section	113		
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	Speaking	Vocabulary	Grammar
	Making small talk; Giving a timed speech to introduce a company	Guessing vocabulary from context	Present perfect and past simple
		Vocabulary to describe gifts: verb–noun collocations	Describing habits and customs
	Discussing teams and team projects	Vocabulary to describe aims and achievements; Word-building	
	Discussing ways of entertaining visitors; Telling a visitor about an event	Ways of describing food	Countable and uncountable nouns; Expressions of quantity
	Describing figures and trends	Vocabulary to describe graphs and charts; Describing trends	Adjectives and adverbs; Comparisons
	Discussing company information	Finance vocabulary	Pronouns and reference words
	Role-play: a conversation with a financial adviser	Stocks and shares vocabulary; Guessing unknown words from context	
	Giving a summary of an article	Collocation sets about time and money	<i>which/who/that/where</i> clauses
	Discussing what to include in a CV	Headings for CVs; Describing application procedures	
	Discussing applicants for a post; Hypothesising	Employment vocabulary	First and second conditionals
	Discussing ways of giving feedback to staff	Sports vocabulary in business	
	Doing a skills audit; Discussing company policies on absenteeism		Reported speech