

Company to Company

A task-based approach to business
emails, letters and faxes

Fourth Edition

Student's Book

Andrew Littlejohn



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*To Lita, without whom I doubt this book or my writing career would ever have happened; Daniel, aged 1½, who almost made the writing of the first edition of this book impossible; Fiona, whose imminent arrival kept me working; and David, who arrived just in time for the second edition. Since then, there's been the third edition and now the fourth edition, and Daniel is now 20, Fiona is now 18 and David is now 12. As they've grown, so has **Company to Company**.*

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Note on the Fourth Edition

For the fourth edition of *Company to Company*, both the Student's Book and the Teacher's Book have been completely reset with improvements in the design. Many additions have also been made to the text. The course includes new guidance on writing emails, British and American English usage, style, levels of formality and politeness, customer-service language, inviting and responding to invitations, use of paragraphs and other language points. Two new sections have been added to further develop the students' ability to edit their own work. All of the innovations introduced in previous editions are still there, of course, including the self-test tasks at the start of each unit, the guided work in the *Study sections*, the fluency-focused *Activity sections* and *The writing process* sections.

We welcome your comments on using *Company to Company*. Please write to Andrew Littlejohn, c/o ELT, Cambridge University Press, The Edinburgh Building, Shaftesbury Road, Cambridge CB2 2RU, England. Fax: +44 1223 325984, email eltmail@cambridge.org.

You are also welcome to visit the website which Andrew Littlejohn maintains, where articles, papers and an A-Z of ELT methodology are available:
www.AndrewLittlejohn.net

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To the student

Please read this first! (Teachers, too!)

Company to Company is probably very different from other books that you have used to learn English, so it may help if you read this introduction first.

The book has eight units. Each unit is divided into three different sections.

Section A is the *Study section*. At the beginning of the section, you can do a self-test in the form of a letter- or email-writing exercise. You can then learn phrases for writing business correspondence. At the end of the section, there is another writing exercise. These beginning and end exercises will show you how much you have learned in the section.

Section B is the *Activity section*. This helps you to practise writing in a 'real' situation. Here, you can use everything you learned in Section A. In the activity, the class is divided into groups. Each group is one of three 'companies' in a business situation (for example, buying or selling something). In your group, you have to write messages to the other 'companies' using the role cards at the back of the book (see page 86). There are three cards for each group in each activity, and your teacher will tell you which card to look at next. The role cards and the messages that you get from other groups give you new information and, together, you will have to make decisions before you write. Your company is trying to get its business done, so you will have to think and write as quickly as possible!

To get maximum benefit from the activity, it is important that **everyone in your group writes**. Once the activity is over, you can look back at your own messages and the messages written by other students to see if you can improve them.

Section C is *The writing process* section. This shows you how you can develop your abilities in writing, how you can plan and revise letters and help yourself to write better English.

At the back of the book, there is an *Index of model letters, emails and key words* that you can use in class, at work or at home. This will help you to find an example letter or email or a particular word. There is also a *Summary of useful phrases and main points* from each unit and a *Letter and email layout guide*.

We hope you learn a lot from this book and enjoy using it.