

Contents

Introduction	iv	Unit 8 The middle of the presentation	58
Module 1 Cultural diversity and socialising		Briefing	58
Unit 1 Building a relationship	1	1 Holding the audience's attention	58
Briefing	1	2 Structure (2) The main body	59
1 Cross-cultural understanding (1)	1	3 Listing information	59
2 Welcoming visitors	4	4 Linking ideas	61
3 Small talk: keeping the conversation going	6	5 Sequencing	62
Unit 2 Culture and entertainment	10	Unit 9 The end is near ... this is the end	65
Briefing	10	Briefing	65
1 Cross-cultural understanding (2)	10	1 Structure (3) The end	65
2 Inviting, and accepting or declining	11	2 Summarising and concluding	66
3 Eating out	16	3 Questions and discussion	68
Module 2 Telephoning		Module 4 Meetings	
Unit 3 Could I leave a message?	18	Unit 10 Making meetings effective	74
Briefing	18	Briefing	74
1 Preparing to make a telephone call	18	1 What makes a good meeting?	74
2 Receiving calls	19	2 Chairing a meeting	76
3 Taking and leaving messages	20	3 Establishing the purpose of a meeting	78
4 Asking for and giving repetition	23	Unit 11 Sorry to interrupt, but ...	83
5 The secretarial barrier	24	Briefing	83
Unit 4 Good to hear from you again!	27	1 The structure of decision-making	83
Briefing	27	2 Stating and asking for opinion	84
1 Cross-cultural communication on the telephone (1)	27	3 Interrupting and handling interruptions	86
2 Setting up appointments	29	Unit 12 What do you mean by ... ?	91
3 Changing arrangements	32	Briefing	91
4 Ending a call	33	1 Asking for and giving clarification	91
Unit 5 Unfortunately there's a problem ...	36	2 Delaying decisions	93
Briefing	36	3 Ending the meeting	94
1 Cross-cultural communication on the telephone (2)	36	Module 5 Negotiations	
2 Problem-solving on the telephone	36	Unit 13 Know what you want	98
3 Complaints	38	Briefing	98
Module 3 Presentations		1 Types of negotiation	98
Unit 6 Planning and getting started	43	2 Preparation for a negotiation	100
Briefing	43	3 Making an opening statement	101
1 Presentation technique and preparation	43	Unit 14 Getting what you can	105
2 The audience	45	Briefing	105
3 Structure (1) The introduction	46	1 Bargaining and making concessions	105
Unit 7 Image, impact and making an impression	50	2 Accepting and confirming	107
Briefing	50	3 Summarising and looking ahead	109
1 Using visual aids: general principles	50	Unit 15 Not getting what you don't want	112
2 Talking about the content of visual aids	51	Briefing	112
3 Describing change	55	1 Types of negotiator	112
		2 Dealing with conflict	112
		3 Rejecting	115
		4 Ending the negotiation	117
		Optional case studies	119