

Map of the book

	Discussion	Texts	Language work	Skills	Case study
Unit 1 Brands page 6	Talk about your favourite brands Discuss two authentic product promotions	Reading: Outsourcing production – <i>Financial Times</i> Listening: An interview with a brand consultant	Words that go with brand and product Present simple and present continuous	Taking part in meetings 1	Caferoma: Solve the problems of a leading brand Writing: e-mail
Unit 2 Travel page 14	Talk about your travel experiences	Reading: Air rage – <i>Guardian</i> Listening: A business traveller's priorities	British and American travel words Talking about the future	Making arrangements on the telephone	Work, rest and play: Choose a suitable hotel for a seminar in France Writing: e-mail
Unit 3 Organisation page 22	Rank status symbols in order of importance	Reading: Flexibility in the workplace – <i>Fast Company</i> Listening: An interview with the partner of a management consultancy	Words and expressions to describe company structure Noun combinations	Socialising: introductions and networking	Auric Bank: Choose the best way to reorganise customer services. Writing: report
Unit 4 Change page 30	Discuss attitudes to change in general and at work Rank stressful situations	Reading: Change in retailing – <i>Financial Times</i> Listening: An interview with a business transformation director	Words for describing change Past simple and present perfect	Taking part in meetings 2	Acquiring Metrot: Agree on changes at a company that has been taken over Writing: action minutes
Unit 5 Money page 38	Do a quiz and discuss attitudes to money	Reading: Two financial reports – <i>Financial Times</i> Listening: An interview with the founder of a finance firm	Words and expressions for talking about finance Describing trends	Dealing with figures	Angel Investments: Choose a company to invest in Writing: e-mail
Unit 6 Advertising page 46	Discuss authentic advertisements Discuss good and bad advertising practices	Reading: Successful advertising – <i>Guardian</i> Listening: An interview with the head of planning at an advertising agency	Words and expressions for talking about advertising Articles: <i>a, an, the</i> , zero article	Starting presentations	Focus Advertising: Create and present an advertising campaign Writing: summary
Unit 7 Cultures page 54	Discuss the importance of cultural awareness in business	Reading: Advice for doing business across cultures Listening: An interview with a trainer in cultural awareness	Idioms for talking about business relationships Modals of advice, obligation and necessity	Social English See also: the social-cultural game on pages 138 and 139	Visitors from China: Plan a visit by a Chinese manufacturer Writing: e-mail
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	Discussion	Texts	Language work	Skills	Case study
Unit 8 Employment page 68	Choose the most important qualities for getting a job Describe best and worse experiences at work	Reading: Retaining good staff – <i>Financial Times</i> Listening: An interview with an executive search consultant	Words to describe the recruitment process and personal character Indirect questions and statements	Managing meetings	Slim Gyms: Choose the best candidate for the job of General Manager Writing: letter
Unit 9 Trade page 76	Discuss ideas about globalisation	Reading: Fair trade – <i>Guardian</i> Listening: An interview with an expert on negotiating	Words for talking about international trade Conditions	Negotiating	Ashbury Guitars: Negotiate a deal with an overseas guitar manufacturer Writing: e-mail
Unit 10 Quality page 84	Discuss ideas of quality	Reading: Old-fashioned quality – <i>Financial Times</i> Listening: An interview with the Senior Vice President of a prestigious hotel chain	Words for talking about quality control and customer service Gerunds and infinitives	Complaining on the telephone	Brookfield Airport: Work out an action plan following complaints from passengers Writing: report
Unit 11 Ethics page 92	Discuss questions of ethics at work Rank a list of unethical activities	Reading: Business ethics – <i>Financial Times</i> Listening: An interview with a bank executive	Words to do with <i>honesty</i> or <i>dishonesty</i> Narrative tenses	Problem-solving	Profit or principle? Decide if a manager has acted unethically and what action to take Writing: letter
Unit 12 Leadership page 100	Discuss the qualities of good leadership	Reading: Profile of a leading Chief Executive – <i>Financial Times</i> Listening: An interview with an expert in leadership training	Words to describe character Relative clauses	Decision-making	Orbit Records: Discuss ideas to save a failing music retailer Writing: e-mail
Unit 13 Innovation page 108	Talk about innovations in your daily life and in the twentieth century	Reading: In-company innovation – <i>Fortune magazine</i> Listening: An interview with an expert on presentations	Words and expressions to describe innovations Passives	Presentation techniques	Style is everything: Prepare a product presentation for a competition Writing: short article or press release
Unit 14 Competition page 116	Do a quiz on how competitive you are	Reading: Losing competitive edge – <i>Financial Times</i> Listening: An interview with the Marketing Manager of a credit card business	Idioms from sport to describe competition Modals of probability	Negotiating	Beverly Watches: Choose the best supplier Writing: e-mail
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