

Map of the book

Discussion Texts Language work Skills Case study

Unit 1 Communication page 6	What makes a good communicator	Reading: Communication problems Listening: An interview with a communications expert	Words to describe good and bad communicators Idioms	Problem-solving on the phone	Creating a sense of identity: Improve communications in a global company Writing: memo
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Unit 2 International marketing page 14	Discussion of international brands	Reading: International marketing mix – <i>Financial Times</i> Listening: Authentic brainstorming meeting	Marketing collocations Noun compounds and noun phrases	Brainstorming	Zumo – creating a global brand: Reposition a sports drink for the global market Writing: memo
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Unit 3 Building relationships page 22	Discuss business relationships and do a quiz	Reading: Relationship marketing Listening: Interviews with people promoting business relations	Words to describe relations Multi-word verbs	Networking	Getting to know you: Discuss ways to promote customer loyalty Writing: sales letter
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Unit 4 Success page 30	Defining success Learning from mistakes	Reading: Mobile phones – <i>Financial Times</i> Listening: An interview with a management development expert	Prefixes Present and past tenses	Negotiating	Camden FC: Negotiate a sponsorship deal for a football team Writing: press release or letter
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Unit 5 Job satisfaction page 38	Discuss motivation and do a quiz on stress Discuss how job titles affect motivation	Reading: Fringe benefits – <i>Financial Times</i> Listening: An interview with an expert on job satisfaction	Words for describing motivating factors Passives	Handling difficult situations	Office attraction: Devise a policy on close relationships at work Writing: guidelines
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Unit 6 Risk page 46	Discuss everyday risk and risk in business	Reading: Risks from globalisation – <i>PR newswire</i> Listening: An interview with an expert in risk management	Words for describing risk Intensifying adverbs	Reaching agreement	A risky business: Consider options to improve a clothing company's profit Writing: report
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Unit 7 e-commerce page 54	Discuss the use of the Internet	Reading: Using the Net – <i>Business Week</i> Listening: An interview with an e-commerce entrepreneur	Internet terms Conditionals	Presentations	KGV Europe: Decide whether a music retailer should trade on the Internet Writing: memo
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Review unit A page 62					
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Unit 8 Team building page 68	Do a quiz about thinking styles	Reading: Successful teamworking – <i>Accountancy</i> magazine Listening: An interview with a team-building expert	Prefixes Modal perfect	Resolving conflict	The new boss: Look at ways of improving the performance of a sales team Writing: letter
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Unit 9 Raising finance page 76	Ways of raising money	Reading: Financing start-up businesses – <i>Financial Times</i> Listening: Interview with the founder of an Internet business consultancy	Financial terms Dependent prepositions	Negotiating	Vision Film Company: Negotiate a finance package to make a feature film Writing: e-mail
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Unit 10 Customer service page 84	What people complain about Customer complaints	Reading: Customer delight – <i>Financial Times</i> Listening: New ideas in customer care	Handling complaints Gerunds	Active listening	Hermes Communications: Prioritise and deal with complaints Writing: memo
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Unit 11 Crisis management page 92	When is a problem a crisis?	Reading: Airline crashes – <i>Financial Times</i> Listening: An interview with a crisis management expert	Noun phrases with / without of Similarities and differences	Asking and answering difficult questions	Game over: Manage a crisis over pirated software Writing: report
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Unit 12 Management styles page 100	Do's and don'ts for managers	Reading: Who would you rather work for? – <i>Guardian</i> Listening: An interview with a business author	Management qualities Text reference	Putting people at ease	Zenova: Assess feedback from employees to improve management styles Writing: action minutes
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Unit 13 Takeovers and mergers page 108	Pros and cons of takeovers and mergers	Reading: Why mergers fail – <i>Financial Times</i> Listening: An interview with an executive who has recently made a large acquisition	Words to describe takeovers and mergers Headlines	Summarising in presentations	Group Bon Appetit PLC: Discuss the risk of takeover and consider making new acquisitions Writing: report
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Unit 14 The future of business page 116	Personal predictions	Reading: Products and services of the future – <i>Financial Times</i> Listening: An interview with a trend watcher	Describing the future The language of prediction	Getting the right information	Yedo Department Stores: Look at trends and increase profitability of a department store Writing: report
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Review unit B page 124					
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