

Map of the book

| | Unit | Reading | Listening | Writing |
|---|--|--|---|---|
| Human resources | 1 Staff development and training 10–13 | Recruitment brochure Training at Deloitte Touche | Conversation about a training course | |
| | 2 Job descriptions and job satisfaction 14–17 | The management accountant | What people like about their jobs A human resources manager | Brief job descriptions |
| | 3 Letters of enquiry and applications 18–21 | Job satisfaction at EMI | Advice on job applications | A letter of enquiry about careers An email applying for a job |
| | 4 Telephone skills 22–25 | A telephone quiz Phone answering tips | Telephone language Enquiring about a job | |
| Grammar workshop 1 (Units 1–4) 26–27 Comparison of adjectives and adverbs, Present perfect and past simple, Simple questions, | | | | |
| Marketing | 5 Promotional activities and branding 28–31 | Promoting AXE The power of brands | Supermarkets' own brands | |
| | 6 New product development 32–35 | Developing and launching 'chai' | Developing and launching a new product Launching and promoting a product | |
| | 7 A stand at a trade fair 36–39 | The International Food Exhibition Preparing an exhibition stand | Conversation with a trade-fair organiser | An email giving information An email asking for information A fax answering enquiries A memo informing staff |
| | 8 Establishing relationships and negotiating 40–43 | Asking questions about a product | Establishing a business relationship Negotiating | An email summarising an agreement |
| Grammar workshop 2 (Units 5–8) 44–45 Countable/uncountable nouns, -ing forms and infinitives, The first conditional | | | | |
| Starting new business activities | 9 Going it alone 46–49 | Buying into a franchise A letter to a franchiser | Why start your own business? | A letter of enquiry to a franchiser |
| | 10 Financing the start-up 50–53 | Raising finance | Setting up a food consultancy Setting up a multimedia company What's important when starting a company? | |
| | 11 Starting up in a new location 54–57 | A new location in Scotland A proposal | A new location in Scotland | A proposal |
| | 12 Presenting your business idea 58–61 | Making the most of presentations | Signalling the parts of a presentation | |
| Grammar workshop 3 (Units 9–12) 62–63 Tenses in time clauses, The second conditional, Comparing and contrasting ideas, Modal verbs | | | | |

| | Speaking | Vocabulary | Language work |
|-------------------|---|---|--|
| | Discussion: Who should pay for training? Preparing a staff training scheme | Job training: <i>bonus schemes, promotion, training budget, learning goals</i> , etc. | Expressing personal opinions Comparison of adjectives Making suggestions |
| | Saying what you like/dislike about your job/studies Describing your job Discussion: How to handle job interviews | Acronyms for job titles Job titles Job descriptions | Forming questions |
| | Discussions: What makes a great place to work? How best to apply for jobs | <i>Perks, colleagues</i> , etc. <i>Approachable, fulfilling</i> , etc. | Asking complex questions Formal/informal style |
| | Discussions: Problems using the phone Telephone skills training Role-plays: Booking a hotel; Recruiting an assistant Talking at a business meeting | | Structuring a talk |
| Complex questions | | | |
| | Discussions: Advantages and disadvantages of promotional activities; Brands Role-play: Promoting a shampoo | Promotional activities Marketing terms: <i>brands, logo</i> , etc. | Brainstorming |
| | Discussion: New products Launching a product Role-play: Promoting a new service | <i>Entrepreneurial, upmarket</i> , etc. Marketing vocabulary | Expressing purpose |
| | Discussion: Trade fairs | | Forming questions |
| | Discussion: new products and negotiating Role-plays: Establishing a business relationship On a stand at a trade fair Negotiating a deal | <i>Stock, mark-up, sale or return, overheads</i> , etc. Terms and conditions | Asking questions about a product First conditional |
| | | | |
| | Discussion: Why start your own business? Advice on buying a franchise Questions to ask a franchiser | <i>Make a go, expertise, premises, mortgage</i> , etc. Financial terms | Tenses in time clauses |
| | Discussion: What business would you start? Role-play: Getting advice about starting up Mini-presentation: Starting a business | Collocations for starting companies Ways of financing start-ups | Second conditional |
| | Discussions: Extra information; What is important when starting in a new location?; Which city? Agents vs. distributors vs. joint ventures | | Making recommendations Contrasting ideas |
| | Structuring a presentation A brief presentation Role-play: Presenting your business idea | Equipment for presentations | Modal verbs |
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| | Unit | Reading | Listening | Writing |
|--|---|---|---|---|
| Business travel | 13 Business hotels and sales conferences 64–67 | Business accommodation Planning a lively sales conference | Conference problems | The results of a survey |
| | 14 Business conferences 68–71 | A conference programme | Arranging conference facilities Networking at a conference A destination management company | |
| | 15 Reports 72–75 | The Forest Conference Centre | A report on the use of private company jets | A report on the use of private company jets |
| | 16 Business meetings 76–79 | Think before you meet | Talking about meetings A business meeting | A report about meetings An email agreeing to a meeting |
| Grammar workshop 4 (Units 13–16) 80–81 While and whereas for contrasting ideas, Modal verbs: perfect forms, Passives 1 & 2, Too/enough | | | | |
| New technologies, innovation, and change | 17 New technologies and change 82–85 | The Internet and change Change at Adobe Systems | Changes at work | |
| | 18 Using the Internet 86–89 | Website design | E-shopping at Tesco.com Websites and business | Email requesting an upgrade to a website |
| | 19 A staff survey 90–93 | Reading a report | A working party | Report on staff survey to modernise office |
| | 20 Offshoring and outsourcing 94–97 | Can outsourcing work for small businesses? | What should we offshore? Offshoring from Britain | |
| Grammar workshop 5 (Units 17–20) 98–99 Used to, Articles, Reported speech | | | | |
| Customer relations | 21 Customer loyalty 100–103 | From satisfaction to loyalty | A supermarket and customer loyalty | |
| | 22 Communication with customers 104–107 | Turning complaints to your advantage Training in customer communication skills | Communicating with customers at Espresso Customer communication at Not Just Food | |
| | 23 Corresponding with customers 108–111 | A letter about a new service A letter from a dissatisfied customer | Preparing a letter of complaint | A letter about a new service A letter of complaint |
| | 24 A business seminar 112–115 | Advertisement for a business seminar | Speakers at a business seminar A short talk | |
| Grammar workshop 6 (Units 21–24) 116–117 Relative pronouns, Expressing causes, Expressing results | | | | |
| | Sample answers for writing exercises | | 118 | |
| | EXAM SKILLS AND EXAM PRACTICE | | 121–153 | |
| | Contents of exam section | | 121 | |
| | Answer keys | | 154 | |
| | Transcripts | | 170 | |

| | Speaking | Vocabulary | Language work |
|--|---|--|--|
| | Discussion: The needs of the business traveller Mini-presentation: business travel Planning a conference | Hotel vocabulary; <i>subscribers, chain</i> , etc. Conference vocabulary: <i>keynote speech, tailor</i> , etc. | Expressing criticism (modal perfects) Contrasting ideas |
| | Role-play: Networking Discussion: Choosing a conference destination | <i>Networking, reinventing, enhancing</i> , etc. | |
| | Saying what charts show Discussion: Private jets | Vocabulary for expressing changes | Using the passive |
| | Discussion: Meetings A survey of meetings; Speaking at a meeting Role-play: A finance meeting | Types of meeting; Meeting vocabulary Verbs for meetings; <i>cornerstone, set out to</i> , etc.; Expressing opinions | <i>Too and enough</i> |
| | | | |
| | Discussions: New technologies and change What is important when making changes? Role-play: Introducing new technology | New technology, <i>customer base, knowledge worker, licence fees, applications</i> , etc. | <i>Used to</i> for past actions/habits The definite article |
| | Discussions: Your favourite websites; What is important when buying over the Internet? | Computers; Internet <i>Straightforward, target audience</i> , etc. | |
| | Discussion: The results of a survey | Flexible working; Expressing numbers | Reported speech Reporting verbs |
| | Discussion: Advantages/ disadvantages of offshoring Role-plays: Offshoring parts of a clothing manufacturers Outsourcing to reduce risk | Discussion phrases <i>Make redundant, assurance, shareholder</i> , etc. | Expressing causes |
| | | | |
| | Discussion: What makes you a loyal customer? Role-play: A staff meeting | <i>Bond, revenue, vendor</i> , etc. | Relative pronouns |
| | Discussion: Effective methods of communication Advice on dealing with complaints Role-play: Dealing with losing customers | Customer collocations <i>Rapport, retain</i> , etc. | |
| | Discussion: Communicating new products and service, keeping customers happy | | Expressing results |
| | Discussion: What you can learn from other people in business Speaking at a business seminar | Discourse markers for short talks | Expressions followed by <i>-ing</i> forms |
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