

# Map of the book

	Discussion	Texts	Language work	Skills	Case study
<b>Unit 1</b> <b>Introductions</b> page 6	Jobs and studies	Reading: Meet Jeffrey Immelt Listening: Talking about yourself	Nationalities <i>to be</i> <i>a / an</i> with jobs; <i>wh-</i> questions	Introducing yourself and others	Aloha in Hawaii: Meet conference attendees Writing: e-mail
<b>Unit 2</b> <b>Work and leisure</b> page 14	Work and leisure activities	Reading: Carlos Ghosn, Superstar – <i>CNN</i>	Days, months, dates Leisure activities Present simple Adverbs and expressions of frequency	Socialising 1: talking about work and leisure	Independent Film Company: Interview employees about working conditions Writing: list
<b>Unit 3</b> <b>Problems</b> page 22	Problems where you live	Reading: Survey of problems at work	Adjectives describing problems Present simple: negatives and questions <i>have got</i>	Telephoning: solving problems	Blue Horizon: Complain about holiday problems Writing: telephone message
<b>Revision</b> <b>unit A</b> page 30					
<b>Unit 4</b> <b>Travel</b> page 34	A place you know well	Reading: A business hotel brochure Listening: Travel information	Travel details: letters, numbers, times <i>can / can't</i> <i>there is / there are</i>	Making bookings and checking arrangements	Pacific Hotel: Book guests into a hotel Writing: e-mail
<b>Unit 5</b> <b>Food and entertaining</b> page 42	Dining etiquette	Reading: Learning chopsticks – <i>Financial Times</i> Listening: Ordering a meal	Eating out: food and menu terms <i>some / any</i> Countable and uncountable nouns	Socialising 2: entertaining	Which restaurant?: Choose a restaurant for a business meal Writing: e-mail
<b>Unit 6</b> <b>Sales</b> page 50	Buying a product	Reading: IKEA: lower prices, higher sales – <i>Financial Times</i> Listening: An interview with the director of a sales training company	Choosing a product or a service Past simple Past time references	Presentation 1: presenting a product	Link-up Ltd: Sell a mobile phone and service package Writing: e-mail
<b>Revision</b> <b>unit B</b> page 58					

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<b>Unit 7</b> <b>People</b> page 62	Types of colleagues Starting a business	Reading: Mercedes Erra – <i>Financial Times</i> Listening: An interview with a bank director about a bad manager	Describing people Past simple: negatives and questions Question forms	Negotiating: dealing with problems	A people problem: Negotiate a solution to a problem with an employee Writing: e-mail
<b>Unit 8</b> <b>Markets</b> page 70	Marketing a new cereal	Reading: Welcome to Moscow, city of the gold Rolls Royce – <i>Financial Times</i> Listening: An interview with a cross-cultural trainer	Types of markets Comparatives and superlatives <i>much / a lot, a little / a bit</i>	Meetings: participating in discussions	Cara Cosmetics: Launch a new product Writing: catalogue description
<b>Unit 9</b> <b>Companies</b> page 78	Successful companies	Reading: Natura aims to expand internationally – <i>Financial Times</i> Listening: An interview with the CEO of Unipart	Describing companies Present continuous Present simple or present continuous	Presentation 2: starting a presentation	You and your company: Prepare an introduction to a presentation Writing: company profile
<b>Revision</b> <b>unit C</b> page 86					
<b>Unit 10</b> <b>The Web</b> page 90	Using the Internet Plans for the future	Reading: Online business model dressed to kill – <i>Financial Times</i> Listening: An interview with a website effectiveness consultant	Internet terms Time expressions Talking about future plans (present continuous and <i>going to</i> ) <i>will</i>	Making arrangements	Isis Books plc: Plan a sales trip Writing: e-mail
<b>Unit 11</b> <b>Cultures</b> page 98	Company cultures Cultural mistakes	Reading: Wal-Mart finds its formula doesn't fit every culture – <i>The New York Times</i> Listening: Four people talking about cultural mistakes	Company cultures <i>should / shouldn't could / would</i>	Identifying problems and agreeing action	A change of culture: Discuss changes in a bank Writing: action minutes
<b>Unit 12</b> <b>Jobs</b> page 106	Skills you need for a job	Reading: A curriculum vitae Listening: An interview for a job	Skills and abilities Present perfect Past simple and present perfect	Interview skills	High Profile Inc.: Choose a candidate for a job Writing: letter
<b>Revision</b> <b>unit D</b> page 114					