

# Map of the book

	Discussion	Texts	Language work	Skills	Case study
<b>Unit 1</b> <b>Brands</b> 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
<b>Unit 2</b> <b>Travel</b> 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
<b>Unit 3</b> <b>Organisation</b> 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
<b>Unit 4</b> <b>Change</b> 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
<b>Unit 5</b> <b>Money</b> 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
<b>Unit 6</b> <b>Advertising</b> 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
<b>Unit 7</b> <b>Cultures</b> 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
<b>Revision</b> <b>unit A</b> page 62					

	Discussion	Texts	Language work	Skills	Case study
<b>Unit 8</b> <b>Employment</b> 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
<b>Unit 9</b> <b>Trade</b> 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
<b>Unit 10</b> <b>Quality</b> 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
<b>Unit 11</b> <b>Ethics</b> 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
<b>Unit 12</b> <b>Leadership</b> 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
<b>Unit 13</b> <b>Innovation</b> 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
<b>Unit 14</b> <b>Competition</b> 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	Beverley Watches: Choose the best supplier  Writing: e-mail
<b>Revision</b> <b>unit B</b> page 124					