

# Contents

	LISTENING AND DISCUSSION	READING AND LANGUAGE	BUSINESS SKILLS	CASE STUDY
<b>UNIT 1 FIRST IMPRESSIONS</b> → page 6	First impressions in presentations	<i>It's not what you know</i> Adverbs	Networking Writing: formal and informal register	Movers and shakers Writing: formal letter
<b>UNIT 2 TRAINING</b> → page 14	Apprenticeships	<i>Training leaders to connect the dots</i> Emphasising your point	Clarifying and confirming Writing: effective e-mails	Training at Carter & Randall Writing: e-mail (summarising decisions)
<b>UNIT 3 ENERGY</b> → page 22	Clean energy	<i>The danger of losing touch with reality</i> Articles; countable and uncountable nouns	Decision-making Writing: layout and structure of reports	Energy saving at Tumalet Software Writing: report
<b>WORKING ACROSS CULTURES: 1 INTERNATIONAL PRESENTATIONS</b>				→ page 30
<b>REVISION UNIT A</b>				→ page 32
	LISTENING AND DISCUSSION	READING AND LANGUAGE	BUSINESS SKILLS	CASE STUDY
<b>UNIT 4 MARKETING</b> → page 36	Customer relationship management	<i>Is the customer always right? Yes, she is. What women really want!</i> Defining and non-defining clauses	Making an impact in presentations Writing: presentation slides	Re-launching Home2u Writing: press release (product endorsement)
<b>UNIT 5 EMPLOYMENT TRENDS</b> → page 44	The future of work	<i>Gigonomics: And what don't you do for a living?</i> -ing forms and infinitives	Resolving conflict Writing: avoiding conflict in e-mails	Delaney: call-centre absenteeism Writing: e-mail (improving an e-mail by avoiding conflict)
<b>UNIT 6 ETHICS</b> → page 52	Trust me: corporate responsibility	<i>The corporate conscience: Sherron Watkins, Enron whistleblower</i> <i>Drug whistleblower collects \$24m</i> Modal perfect	Ethical problem-solving Writing: meetings and action points	Dilemmas at Daybreak Writing: press release (damage limitation)
<b>WORKING ACROSS CULTURES: 2 ETHICAL INTERNATIONAL BUSINESS</b>				→ page 60
<b>REVISION UNIT B</b>				→ page 62
<b>LANGUAGE REFERENCE</b> → page 126				<b>WRITING FILE</b> → page 142

	LISTENING AND DISCUSSION	READING AND LANGUAGE	BUSINESS SKILLS	CASE STUDY
<b>UNIT 7 FINANCE</b> → page 66	Sustainable banking	<i>Day of reckoning for innumerate bankers</i> Multiword verbs	Managing questions	Dragons & Angels Writing: e-mail (an investment proposal)
<b>UNIT 8 CONSULTANTS</b> → page 74	Operations consulting	<i>Day in the life of a management consultant</i> Ellipsis	Negotiating Writing: summarising terms and conditions	New market opportunities Writing: e-mail (summarising terms and conditions)
<b>UNIT 9 STRATEGY</b> → page 82	Strategy, goals and values	<i>Living strategy and death of the five-year plan</i> Rhetorical questions	Brainstorming and creativity Writing: mission statements	Stella International Airways: strategy for the skies Writing: summary
<b>WORKING ACROSS CULTURES: 3 SOCIALISING</b>				→ page 90
<b>REVISION UNIT C</b>				→ page 92
	LISTENING AND DISCUSSION	READING AND LANGUAGE	BUSINESS SKILLS	CASE STUDY
<b>UNIT 10 ONLINE BUSINESS</b> → page 96	Developments in online business	<i>The new corporate firefighters</i> Rhetorical devices	Presentations: thinking on your feet	The fashion screen Writing: summary
<b>UNIT 11 NEW BUSINESS</b> → page 104	Advice for start-ups	<i>Go the distance with a one-trick pony</i> <i>Work longer, work older</i> Cleft sentences	Chasing payment	Healthy growth for OTC Tech Writing: e-mail (proposal for growth strategy)
<b>UNIT 12 PROJECT MANAGEMENT</b> → page 112	Issues in project management	<i>Fine-tune your project schedule</i> Instructive texts	Teleconferencing	Creating a world-class port Writing: report
<b>WORKING ACROSS CULTURES: 4 MANAGING AN INTERNATIONAL TEAM</b>				→ page 120
<b>REVISION UNIT D</b>				→ page 122
<b>ACTIVITY FILE</b> → page 149				<b>AUDIO SCRIPTS</b> → page 167