

# Map of the book

	Discussion	Texts	Language work	Skills	Case study
<b>Unit 1 Globalisation</b> page 6	Discuss ideas about globalisation	Reading: The advantages and disadvantages of globalisation – <i>Financial Times</i> Phone rage – <i>Financial Times</i> Listening: The dangers and benefits of globalisation	Words to describe ways of entering new markets Comparing	Managing telephone calls	Fortune Garments: Solve the problems of a global company Writing: memo
<b>Unit 2 Brands</b> page 14	Talk about your favourite brands Discuss three authentic product promotions	Reading: Fashion Piracy – <i>Financial Times</i> Listening: An interview with a marketing specialist	Words that go with <i>brand</i> Past simple and present perfect	Taking part in meetings	Caferoma: Solve the problems of a leading brand Writing: memo
<b>Unit 3 Travel</b> page 22	Describe likes and dislikes about travelling	Reading: A promotional letter / a leaflet Air rage – <i>Financial Times</i> Listening: An interview with a customer services trainer	English and American travel words Countable and uncountable nouns <i>will</i>	Making arrangements on the telephone	The team-building seminar: Make arrangements for participants Writing: e-mail
<b>Unit 4 Advertising</b> page 30	Discuss authentic advertisements Discuss good and bad advertising practices	Reading: Outdoor advertising – <i>The Economist</i> Listening: An interview with a marketing manager	Words and expressions for talking about advertising Articles: <i>a, an, the</i>	Starting presentations	Focus Advertising: Create and present an advertising campaign Writing: summary
<b>Unit 5 Employment</b> page 38	Choose the most important qualities for job candidates Describe bad experiences at work	Reading: How to select the best candidates – <i>Financial Times</i> Listening: An interview with experienced job interviewer	Words to describe personal character Questions	Managing meetings	Slim Gyms: Choose the best candidate for the job of General Manager Writing: promotional leaflet
<b>Unit 6 Trade</b> page 46	Talk about imported and exported goods Complete a chart about national wealth	Reading: A letter of credit 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: fax
<b>Unit 7 Innovation</b> page 54	Match famous inventors to their inventions Discuss strange but real inventions and innovations	Reading: Innovation and the market – <i>Financial Times</i> Listening: An interview with an expert on presentations	Positive and negative words to describe inventions Passives	Presenting	International Leatherware: Create a design for an international competition Writing: news article
<b>Unit 8 Organisation</b> page 62	Rank status symbols in order of importance	Reading: Flexibility in the workplace – <i>The Times</i> Listening: An interview with a project manager	Words and expressions to describe types of company Noun combinations	Socialising	Faredeal Travel: Reorganise the structure, layout and working practices of a travel company Writing: report



## Discussion

## Texts

## Language work

## Skills

## Case study

### Unit 9 Money

page 70

Do a quiz and discuss attitudes to money

Reading: Three stock market speculations

Listening: An interview with a bank director

Describing trends

Dealing with figures

Angel Investments: Raise the money to finance a new invention

Writing: report

### Unit 10 Ethics

page 78

Discuss ethics at work

Rank a list of unethical activities

Reading: The most and least corrupt countries – *Times*

Listening: An interview with a senior manager

Words to do with *honesty* and *dishonesty*  
Narrating

Problem solving

Profit or principle: Decide if a manager has acted unethically and what action to take

Writing: letter

### Unit 11 Change

page 86

Discuss attitudes to change in general and at work

Rank stressful situations

Reading: A CEO's views on managing change

Listening: An interview with an independent management consultant

Words for describing meetings  
Reporting

Meetings

Metrot: Agree on changes at a company that has been taken over

Writing: action minutes

### Unit 12 Strategy

page 94

Define strategy and discuss who should be involved in making strategy

Reading: The advantages and disadvantages of a merger

Listening: An interview with the head of a worldwide organisation

Words for talking about business strategies  
Dependent prepositions

Decision-making

Texan Chicken: Work out a strategy to save a failing fast food company

Writing: press release

### Unit 13 Cultures

page 102

Discuss the importance of cultural awareness in business

Reading: Doing business across cultures – *Financial Times*

Listening: An interview with an expert on cultural awareness

Modal verbs

Social English  
See also: The social-cultural game on pages 148 and 149

Visitors from China: Plan a visit by a Chinese manufacturer

Writing: fax

### Unit 14 Leadership

page 110

Discuss the qualities of good leadership

Reading: Profile of a leading chief executive

Listening: An interview with a leading chief executive

Words to describe character  
Relative clauses

Leading a team

Orbit Records: Discuss ideas to save a failing music retailer

Writing: letter

### Unit 15 Competition

page 118

Do a quiz on how competitive you are

Reading: Strategies to gain a competitive advantage

Listening: An interview with a senior executive about competition

Words and expressions for talking about competition  
Talking about the future

Negotiating

City Plaza Hotel: Work out a new competitive strategy for a hotel

Writing: report

### Unit 16 Quality

page 126

Discuss different ways of measuring quality

Reading: New style quality – *The Financial Times*

Listening: Two interviews about defective products

Words for talking about quality control and customer services  
Prepositions of time

Complaining on the telephone

Western Airport: Work out an action plan following complaints from passengers

Writing: memo