

# Contents

Thanks	4
Introduction	5
<b>1 Face to face</b>	7
Basic skills and techniques for talking to people in business situations	
<b>2 Letters, faxes and memos</b>	15
Basic skills and techniques for business correspondence	
<b>3 On the phone</b>	25
Basic skills and techniques for using the telephone in business	
<b>4 Summaries, notes, reports</b>	33
Basic skills and techniques for writing reports, making notes, summarizing and taking notes of conversations in business	
<b>5 Working together</b>	41
Talking about where you work, employment policy, a company's activities, organization and history	
<b>6 International trade</b>	52
Ordering and supplying goods or services; answering and making enquiries, making offers, placing and acknowledging orders	
<b>7 Money matters</b>	65
Methods of payment, cash flow, invoicing, dealing with non-payment problems	
<b>8 Dealing with problems</b>	74
Complaining and apologizing, delivery and after-sales problems	
<b>9 Visitors and travellers</b>	85
Looking after foreign visitors and travelling on business; hotels, restaurants, small talk, telling stories	
<b>10 Marketing</b>	96
Marketing a product, market research, promotion and advertising	
<b>11 Meetings</b>	106
Taking part in formal and informal meetings, one-to-one meetings and larger group meetings	
<b>12 Processes and operations</b>	115
Explaining and describing operations, giving instructions	
<b>13 Jobs and careers</b>	125
Applying for jobs and seeking promotion, participating in interviews	
<b>14 Sales and negotiation</b>	134
Selling and buying products, negotiating face-to-face and on the phone	
<b>15 A special project</b>	142
A simulation, revising many of the skills and situations in the course	
Files	146
Acknowledgements	176