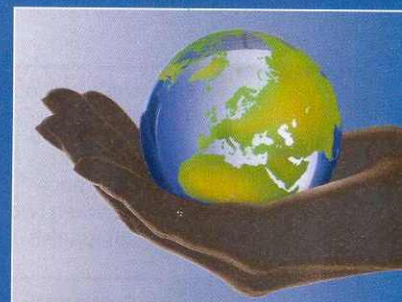


Market of the book

UPPER INTERMEDIATE BUSINESS ENGLISH COURSE BOOK

NEW EDITION

# MARKET LEADER



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# Map of the book

	Discussion	Texts	Language work	Skills	Case study
<b>Unit 1</b> <b>Communication</b> page 6	What makes a good communicator?	Reading: Internal communication – <i>Financial Times</i> Listening: An interview with a marketing manager for mobile media	Words to describe good and bad communicators Idioms	Dealing with communication breakdown	HCPS: Improve communication in a global company Writing: e-mail
<b>Unit 2</b> <b>International marketing</b> page 14	Discussion of international brands	Reading: Coffee culture – <i>Financial Times</i> Listening: An interview with a marketing specialist	Marketing collocations Noun compounds and noun phrases	Brainstorming	Zumo – creating a global brand: Reposition a sports drink for the global market Writing: e-mail
<b>Unit 3</b> <b>Building relationships</b> page 22	Discuss business relationships and do a quiz	Reading: AIG knows everyone – <i>Financial Times</i> Listening: An interview with a Chinese business executive	Words to describe relations Multi-word verbs	Networking	Getting to know you: Discuss ways to promote customer loyalty Writing: sales letter
<b>Unit 4</b> <b>Success</b> page 30	Defining success Comparing similarities and differences between two companies	Reading: Steve Jobs – <i>Guardian</i> Listening: An interview with the founder of a successful business	Present and past tenses Prefixes	Negotiating	Camden FC: Negotiate a sponsorship deal for a football team Writing: press release or letter
<b>Unit 5</b> <b>Job satisfaction</b> page 38	Discuss motivation and do a quiz on stress Discuss what makes a job satisfying	Perks that work - <i>Virginia Business Online</i> Listening: An interview with the Human Resources Director of a large company	Words for describing motivating factors Passives	Handling difficult situations	Office attraction: Devise a policy on close relationships at work Writing: guidelines
<b>Unit 6</b> <b>Risk</b> page 46	Discuss everyday risk and risk in business	Reading: Planning for the future – <i>Financial Times</i> Listening: An interview with the Chief Executive of a risk management company	Words for describing risk Adverbs of degree	Reaching agreement	Suprema cars: Consider options to improve a car manufacturing company's profits Writing: report
<b>Unit 7</b> <b>e-commerce</b> page 54	Discuss the use of the Internet	Reading: Internet shopping – <i>Financial Times</i> Listening: An interview with a marketing director of a computer company selling online	Internet terms Conditionals	Presentations	KGV Europe: Decide whether a music retailer should trade on the Internet Writing: e-mail
<b>Revision unit A</b> page 62					

	Discussion	Texts	Language work	Skills	Case study
<b>Unit 8</b> <b>Team building</b> page 68	Do a quiz about thinking styles	Reading: The key to successful team building – <i>Benjarong Magazine, Thailand</i> Listening: An interview with an American specialist in Human Resources	Prefixes Modal perfect	Resolving conflict	The new boss: Look at ways of improving the performance of a sales team Writing: letter
<b>Unit 9</b> <b>Raising finance</b> page 76	Ways of raising money	Reading: Raising finance – <i>Tutor 2u</i> website Listening: An interview with a specialist in finance	Idioms Dependent prepositions	Negotiating	Vision Film Company: Negotiate a finance package to make a feature film Writing: e-mail
<b>Unit 10</b> <b>Customer service</b> page 84	What people complain about Customer complaints	Reading: Customers first – <i>Financial Times</i> Listening: An interview with a retail sales director at a well-known department store	Handling complaints Gerunds	Active listening	Hermes Communications: Prioritise and deal with complaints Writing: report
<b>Unit 11</b> <b>Crisis management</b> page 92	When is a problem a crisis?	Reading: Client relationships on a cruise ship – <i>Financial Times</i> Listening: An interview with a crisis management expert	Noun phrases with and without <i>of</i> Contrast and addition	Asking and answering difficult questions	Game over: Manage a crisis over pirated software Writing: report
<b>Unit 12</b> <b>Management styles</b> page 100	Do's and don'ts for managers	Reading: Three management styles – <i>CEO Refresher</i> website Listening: An interview with an expert on management styles	Management qualities Text reference	Putting people at ease	Zenova: Assess feedback from employees to improve management styles Writing: action minutes
<b>Unit 13</b> <b>Takeovers and mergers</b> page 108	Pros and cons of takeovers and mergers	Reading: Making a merger or takeover work – <i>Financial Times</i> Listening: An interview with an expert on acquisitions	Words to describe takeovers and mergers Headlines	Summarising in presentations	Bon Appetit PLC: Discuss the risk of takeover and consider making new acquisitions Writing: report
<b>Unit 14</b> <b>The future of business</b> page 116	Personal predictions	Reading: New working model for the future – <i>Financial Times</i> Listening: An interview with the head of a knowledge venturing company	Describing the future Prediction and probability	Telephoning customers and getting the right information	Yedo Department Stores: Look at trends and increase profitability of a department store Writing: report
<b>Revision unit B</b> page 124					