

PRE-INTERMEDIATE BUSINESS ENGLISH TEACHER'S RESOURCE BOOK

NEW EDITION

MARKET LEADER



Pearson Education Indonesia Ltd.

3407, 3409, 3411 Rama 9 Rd., Pondokrag,
Bangkok 10250 Thailand.

Tel : (662) 731-7150-1, (662) 731-7156-1

Fax : (662) 931-7158

Bill Mascull
with
Lizzie Wright



www.longman.com



Contents

Introduction	5	Unit 9 Managing people	
		At a glance	76
		Business brief	77
		Lesson notes	78
Notes on units			
Unit 1 Careers		Revision	
At a glance	8	Unit C	84
Business brief	9	Unit 10 Conflict	
Lesson notes	10	At a glance	86
		Business brief	87
		Lesson notes	88
Unit 2 Selling online		Unit 11 New business	
At a glance	16	At a glance	94
Business brief	17	Business brief	95
Lesson notes	18	Lesson notes	96
Unit 3 Companies		Unit 12 Products	
At a glance	24	At a glance	102
Business brief	25	Business brief	103
Lesson notes	26	Lesson notes	104
Revision		Revision	
Unit A	32	Unit D	110
Unit 4 Great ideas			
At a glance	34		
Business brief	35		
Lesson notes	36		
Unit 5 Stress			
At a glance	42		
Business brief	43		
Lesson notes	44		
Unit 6 Entertaining			
At a glance	50		
Business brief	51		
Lesson notes	52		
Revision			
Unit B	58		
Unit 7 Marketing			
At a glance	60		
Business brief	61		
Lesson notes	62		
Unit 8 Planning			
At a glance	68		
Business brief	69		
Lesson notes	70		

Unit 5 Stress

Investing in stress-free companies	122
Technology – helpful or stressful?	123

Unit 6 Entertaining

Entertain in style	124
Golf sponsorship	125

Unit 7 Marketing

Luxury brands	126
Food and drink companies	127

Unit 8 Planning

Expansion plans	128
Survival plans	129

Unit 9 Managing people

Giving staff more freedom	130
Improving the work environment	131

Unit 10 Conflict

Better leadership	132
Outsourcing conflict	133

Unit 11 New business

Need for fast expansion	134
Problems of success	135

Unit 12 Products

Launching several new products	136
Following new trends	137

Text bank answer key	138
-----------------------------	-----

Unit 6 Entertaining

Greetings and small talk	151
--------------------------	-----

Unit 7 Marketing

Telephoning: exchanging information	152
-------------------------------------	-----

Unit 8 Planning

Meetings: interrupting and clarifying	153
---------------------------------------	-----

Unit 9 Managing people

Socialising and entertaining	154
------------------------------	-----

Unit 10 Conflict

Negotiating: dealing with conflict	155
------------------------------------	-----

Unit 11 New business

Dealing with numbers	156
----------------------	-----

Unit 12 Products

Presenting a product	157
----------------------	-----

Resource bank

Teacher's notes	141
------------------------	-----

Unit 1 Careers

Telephoning: making contact	146
-----------------------------	-----

Unit 2 Selling online

Negotiating: reaching agreement	147
---------------------------------	-----

Unit 3 Companies

Presenting your company	148
-------------------------	-----

Unit 4 Great ideas

Successful meetings	149
---------------------	-----

Unit 5 Stress

Participating in discussions	150
------------------------------	-----