

PRE-INTERMEDIATE BUSINESS ENGLISH COURSE BOOK

NEW EDITION

MARKET LEADER



David Cotton David Falvey Simon Kent

with John Rogers



Map of the book

	Discussion	Texts	Language work	Skills	Case study
Unit 1 Careers page 6	Discuss ideas about careers	Reading: Ten ways to improve your career – <i>Business Wire</i> Listening: Two people talk about ways to improve your career	Words that go with <i>career</i> Modals 1: ability, requests and offers	Telephoning: making contact	Fast-Track Inc.: Choose the best candidate for the job of sales manager Writing: e-mail
Unit 2 Selling online page 14	Discuss shopping online	Reading: Worry for retailers as web shopping clicks into place – <i>Financial Times</i> Listening: An interview with the Head of E-Commerce at Argos	Words and expressions for talking about buying and selling Modals 2: <i>must, need to, have to, should</i>	Negotiating: reaching agreement	Lifetime Holidays: Negotiate a joint venture Writing: letter
Unit 3 Companies page 22	Discuss types of companies	Reading: The world's most respected companies – <i>Financial Times</i> Listening: An interview with IKEA's UK Deputy Country Manager	Words for talking about companies Present simple and present continuous	Presenting your company	Valentino Chocolates: Prepare an investment plan Writing: a proposal document
Revision unit A page 30					
Unit 4 Great ideas page 34	Discuss ideas	Reading: Three articles about great ideas Listening: An interview with the Head of the Innovation Works	Verb and noun combinations Past simple and past continuous	Successful meetings	Fabtek: Choose the best ideas for three new products Writing: report
Unit 5 Stress page 42	Discuss causes of stress Discuss gender-related qualities Discuss and rank stressful jobs	Reading: A career change – <i>The AGE</i> Listening: An interview with an authority on stress management	Words about stress in the workplace Past simple and present perfect	Participating in discussions	Genova Vending Machines: Develop a plan to reduce stress Writing: report
Unit 6 Entertaining page 50	Discuss corporate entertaining	Reading: Corporate entertainment – <i>CNN</i> Listening: An interview with two experts on corporate entertaining	Words for talking about eating and drinking Multi-word verbs	Socialising: greetings and small talk	Organising a conference: Choose the best location Writing: e-mail
Revision unit B page 58					

	Discussion	Texts	Language work	Skills	Case study
Unit 7 Marketing page 62	Discuss ideas about marketing	Reading: N° 5: The Film – <i>Financial Times</i> Listening: An interview with a marketing consultant	Word partnerships Questions	Telephoning: exchanging information	Kristal Water: Relaunch a product Writing: sales leaflet
Unit 8 Planning page 70	Discuss planning	Reading: Investing in Nizhny Novgorod – <i>Financial Times</i> Listening: An interview with a leading business adviser	Words for talking about planning Talking about future plans (<i>plan, hope, expect, would like, want; going to; present continuous</i>)	Meetings: interrupting and clarifying	The voice of business: Plan a radio programme Writing: letter
Unit 9 Managing people page 78	Discuss qualities and skills of a good manager	Reading: Young managers – <i>Financial Times</i> Listening: An interview with a professor of organisational behaviour	Verbs and prepositions Reported speech	Socialising and entertaining	The way we do things: Improve ways of working together Writing: report
Revision unit C page 86					
Unit 10 Conflict page 90	Quiz on managing conflict	Reading: Conflict management – <i>Guardian</i> Listening: An interview with a management consultant	Word building Conditionals	Negotiating: dealing with conflict	European Campers: Negotiate a solution to a problem with an employee Writing: letter
Unit 11 New business page 98	Discuss conditions for starting new businesses and public- and private-sector companies	Reading: The human touch – <i>Financial Times</i> Listening: An interview with a consultant to new businesses	Economic terms Time clauses	Dealing with numbers	Marcia Lee Jeans: Choose a location for a new factory Writing: letter
Unit 12 Products page 106	Discuss your favourite products	Reading: Fruits of the rainforest – <i>Financial Times</i> Listening: Five people talk about the best thing they have ever bought	Adjectives for products Passives	Presenting a product	Minerva A.G.: Choose innovative products for a store Writing: report
Revision unit D page 114					