

NEW EDITION

MARKET LEADER

INTERMEDIATE BUSINESS ENGLISH COURSE BOOK



David Cotton David Falvey Simon Kent



www.longman.com

FINANCIAL TIMES
World business newspaper.

Map of the book

	Discussion	Texts	Language work	Skills	Case study
Unit 1 Brands page 6	Talk about your favourite brands Discuss two authentic product promotions	Reading: Outsourcing production – <i>Financial Times</i> Listening: An interview with a brand consultant	Words that go with brand and product Present simple and present continuous	Taking part in meetings 1	Caferoma: Solve the problems of a leading brand Writing: e-mail
Unit 2 Travel page 14	Talk about your travel experiences	Reading: Air rage – <i>Guardian</i> Listening: A business traveller's priorities	British and American travel words Talking about the future	Making arrangements on the telephone	Work, rest and play: Choose a suitable hotel for a seminar in France Writing: e-mail
Unit 3 Organisation page 22	Rank status symbols in order of importance	Reading: Flexibility in the workplace – <i>Fast Company</i> Listening: An interview with the partner of a management consultancy	Words and expressions to describe company structure Noun combinations	Socialising: introductions and networking	Auric Bank: Choose the best way to reorganise customer services. Writing: report
Unit 4 Change page 30	Discuss attitudes to change in general and at work Rank stressful situations	Reading: Change in retailing – <i>Financial Times</i> Listening: An interview with a business transformation director	Words for describing change Past simple and present perfect	Taking part in meetings 2	Acquiring Metrot: Agree on changes at a company that has been taken over Writing: action minutes
Unit 5 Money page 38	Do a quiz and discuss attitudes to money	Reading: Two financial reports – <i>Financial Times</i> Listening: An interview with the founder of a finance firm	Words and expressions for talking about finance Describing trends	Dealing with figures	Angel Investments: Choose a company to invest in Writing: e-mail
Unit 6 Advertising page 46	Discuss authentic advertisements Discuss good and bad advertising practices	Reading: Successful advertising – <i>Guardian</i> Listening: An interview with the head of planning at an advertising agency	Words and expressions for talking about advertising Articles: <i>a, an, the</i> , zero article	Starting presentations	Focus Advertising: Create and present an advertising campaign Writing: summary
Unit 7 Cultures page 54	Discuss the importance of cultural awareness in business	Reading: Advice for doing business across cultures Listening: An interview with a trainer in cultural awareness	Idioms for talking about business relationships Modals of advice, obligation and necessity	Social English See also: the social-cultural game on pages 138 and 139	Visitors from China: Plan a visit by a Chinese manufacturer Writing: e-mail
Revision unit A page 62					

	Discussion	Texts	Language work	Skills	Case study
Unit 8 Employment page 68	Choose the most important qualities for getting a job Describe best and worse experiences at work	Reading: Retaining good staff – <i>Financial Times</i> Listening: An interview with an executive search consultant	Words to describe the recruitment process and personal character Indirect questions and statements	Managing meetings	Slim Gyms: Choose the best candidate for the job of General Manager Writing: letter
Unit 9 Trade page 76	Discuss ideas about globalisation	Reading: Fair trade – <i>Guardian</i> 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: e-mail
Unit 10 Quality page 84	Discuss ideas of quality	Reading: Old-fashioned quality – <i>Financial Times</i> Listening: An interview with the Senior Vice President of a prestigious hotel chain.	Words for talking about quality control and customer service Gerunds and infinitives	Complaining on the telephone	Brookfield Airport: Work out an action plan following complaints from passengers Writing: report
Unit 11 Ethics page 92	Discuss questions of ethics at work Rank a list of unethical activities	Reading: Business ethics – <i>Financial Times</i> Listening: An interview with a bank executive	Words to do with <i>honesty</i> or <i>dishonesty</i> Narrative tenses	Problem-solving	Profit or principle? Decide if a manager has acted unethically and what action to take Writing: letter
Unit 12 Leadership page 100	Discuss the qualities of good leadership	Reading: Profile of a leading Chief Executive – <i>Financial Times</i> Listening: An interview with an expert in leadership training	Words to describe character Relative clauses	Decision-making	Orbit Records: Discuss ideas to save a failing music retailer Writing: e-mail
Unit 13 Innovation page 108	Talk about innovations in your daily life and in the twentieth century	Reading: In-company Innovation – <i>Fortune magazine</i> Listening: An interview with an expert on presentations	Words and expressions to describe innovations Passives	Presentation techniques	Style is everything: Prepare a product presentation for a competition Writing: short article or press release
Unit 14 Competition page 116	Do a quiz on how competitive you are	Reading: Losing competitive edge – <i>Financial Times</i> Listening: An interview with the Marketing Manager of a credit card business	Idioms from sport to describe competition Modals of probability	Negotiating	Beverley Watches: Choose the best supplier Writing: e-mail
Revision unit B page 124					