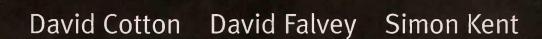
NEW EDITION

## MARKET LEADER

BUSINESS ENGLISH COURSE BOOK

INTERMEDIATE





FINANCIAL TIMES
World business newspaper.

## Map of the book

	Discussion	Texts	Language work	Skills	Case study	
Unit 1 Brands	Talk about your favourite brands	Reading: Outsourcing production – Financial Times	Words that go with brand and product	Taking part in meetings 1	Caferoma: Solve the problems of a leading brand	
page 6	Discuss two authentic product promotions	Listening: An interview with a brand consultant	Present simple and present continuous		Writing: e-mail	
Unit 2 Travel page 14	Talk about your travel experiences	Reading: Air rage – Guardian 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 – Fast Campany  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 – Financial Times  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 – Financial Times  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 – Guardian  Listening: An interview with the head of planning at an advertising agency	Words and expressions for talking about advertising  Articles: a, an, the, 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						

Writing file: page 132

unit A

Activity file: page 140

Grammar reference: page 150

	Discussion	Texts	Language work	Skills	Case study
Unit 8 Employment ge 68	Choose the most important qualities for getting a job  Describe best and worse experiences at work	Reading: Retaining good staff – Financial Times 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
Jnit 9 Trade ge 76	Discuss ideas about globalisation	Reading: Fair trade – Guardian  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
Jnit 10 Quality ge 84	Discuss ideas of quality	Reading: Old-fashioned quality – Financial Times  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
Jnit 11 Ethics ge 92	Discuss questions of ethics at work  Rank a list of unethical activities	Reading: Business ethics – Financial Times  Listening: An interview with a bank executive	Words to do with honesty or dishonesty Narrative tenses	Problem-solving	Profit or principle? Decide if a manager has acted unethically and what action to take  Writing: letter
Init 12 eadership ge 100	Discuss the qualities of good leadership	Reading: Profile of a leading Chief Executive — Financial Times  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
Jnit 13 nnovation ge 108	Talk about innovations in your daily life and in the twentieth century	Reading: In-company innovation – Fortune magazine  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
Init 14 Competition ge 116	Do a quiz on how competitive you are	Reading: Losing competitive edge – Financial Times  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

unit B