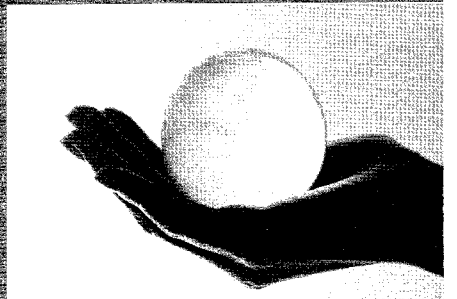


INTERMEDIATE BUSINESS ENGLISH TEACHER'S RESOURCE BOOK

NEW EDITION

MARKET LEADER



Bill Mascull



FINANCIAL TIMES
World business newspaper.

Contents

Notes on units

Unit 1 Brands

At a glance	8
Business brief	9
Lesson notes	10

Unit 2 Travel

At a glance	16
Business brief	17
Lesson notes	18

Unit 3 Organisation

At a glance	24
Business brief	25
Lesson notes	26

Unit 4 Change

At a glance	32
Business brief	33
Lesson notes	34

Unit 5 Money

At a glance	40
Business brief	41
Lesson notes	42

Unit 6 Advertising

At a glance	48
Business brief	49
Lesson notes	50

Unit 7 Cultures

At a glance	56
Business brief	57
Lesson notes	58

Revision

Unit A	64
--------	----

Unit 8 Employment

At a glance	68
Business brief	69
Lesson notes	70

Unit 9 Trade

At a glance	76
Business brief	77
Lesson notes	78

Unit 10 Quality

At a glance	84
Business brief	85
Lesson notes	86

Unit 11 Ethics

At a glance	92
Business brief	93
Lesson notes	94

Unit 12 Leadership

At a glance	100
Business brief	101
Lesson notes	102

Unit 13 Innovation

At a glance	108
Business brief	109
Lesson notes	110

Unit 14 Competition

At a glance	116
Business brief	117
Lesson notes	118

Revision

Unit B	124
--------	-----

Text bank

Teacher's notes

129

Unit 1 Brands

Business-to-business branding	130
Brands and passion	132

Unit 2 Travel

Hotel hotspots	134
The importance of eye-to-eye contact	136

Unit 3 Organisation

Morale in service organisations	138
Organisational learning	140

Unit 4 Change

Implementing change	142
A changing economy	144

Unit 5 Money

Company results: cars	146
Company results: pay TV	148

Unit 6 Advertising

Advertising to Latino consumers	150
Should advertising to children be banned?	152

Unit 7 Cultures

Cultures and outsourcing	154
US and European business cultures	156

Unit 8 Employment

Asking for a raise	158
Spending the company's money	160

Unit 9 Trade

Trade and textiles	162
Questioning globalisation	164

Unit 10 Quality

Principles of quality	166
Quality studies	168

Unit 11 Ethics

Industrial espionage	170
Bribery and corruption	172

Unit 12 Leadership

Teaching leadership 1	174
Teaching leadership 2	176

Unit 13 Innovation

Encouraging innovation	178
Rewarding innovation	180

Unit 14 Competition

Price competition	182
Competitive forces	184

Text bank answer key	186
-----------------------------	-----

Resource bank

Teacher's notes

192

Unit 1 Brands

Taking part in meetings	199
-------------------------	-----

Unit 2 Travel

Making arrangements on the telephone	200
--------------------------------------	-----

Unit 3 Organisation

Socialising: introductions and networking	202
---	-----

Unit 4 Change

Taking part in meetings 2	203
---------------------------	-----

Unit 5 Money

Dealing with figures	204
----------------------	-----

Unit 6 Advertising

Starting presentations	205
------------------------	-----

Unit 7 Cultures

Social English	206
----------------	-----

Unit 8 Employment

Managing meetings	207
-------------------	-----

Unit 9 Trade

Negotiating	208
-------------	-----

Unit 10 Quality

Telephone complaints	209
----------------------	-----

Unit 11 Ethics

Problem-solving	210
-----------------	-----

Unit 12 Leadership

Decision-making	211
-----------------	-----

Unit 13 Innovation

Presenting	212
------------	-----

Unit 14 Competition

Negotiating	213
-------------	-----