

NEW EDITION

MARKET LEADER

ELEMENTARY BUSINESS
ENGLISH COURSE BOOK



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with John Rogers



Map of the book

Discussion

Texts

Language work

Skills

Case study

Unit 1 Introductions

page 6

Jobs and studies

Reading: Meet Jeffrey Immelt
Listening: Talking about yourself

Nationalities
to be
a /an with jobs;
wh- questions

Introducing yourself and others

Aloha in Hawaii: Meet conference attendees
Writing: e-mail

Unit 2 Work and leisure

page 14

Work and leisure activities

Reading: Carlos Ghosn, Superstar – *CNN*

Days, months, dates
Leisure activities
Present simple
Adverbs and expressions of frequency

Socialising 1: talking about work and leisure

Independent Film Company: Interview employees about working conditions
Writing: list

Unit 3 Problems

page 22

Problems where you live

Reading: Survey of problems at work

Adjectives describing problems
Present simple: negatives and questions
have got

Telephoning: solving problems

Blue Horizon: Complain about holiday problems
Writing: telephone message

Revision unit A

page 30

Unit 4 Travel

page 34

A place you know well

Reading: A business hotel brochure
Listening: Travel information

Travel details: letters, numbers, times
can /can't
there is /there are

Making bookings and checking arrangements

Pacific Hotel: Book guests into a hotel
Writing: e-mail

Unit 5 Food and entertaining

page 42

Dining etiquette

Reading: Learning chopsticks – *Financial Times*
Listening: Ordering a meal

Eating out: food and menu terms
some /any
Countable and uncountable nouns

Socialising 2: entertaining

Which restaurant?: Choose a restaurant for a business meal
Writing: e-mail

Unit 6 Sales

page 50

Buying a product

Reading: IKEA: lower prices, higher sales – *Financial Times*
Listening: An interview with the director of a sales training company

Choosing a product or a service
Past simple
Past time references

Presentation 1: presenting a product

Link-up Ltd: Sell a mobile phone and service package
Writing: e-mail

Revision unit B

page 58

	Discussion	Texts	Language work	Skills	Case study
Unit 7 People page 62	Types of colleagues Starting a business	Reading: Mercedes Erra – <i>Financial Times</i> Listening: An interview with a bank director about a bad manager	Describing people Past simple: negatives and questions Question forms	Negotiating: dealing with problems	A people problem: Negotiate a solution to a problem with an employee Writing: e-mail
Unit 8 Markets page 70	Marketing a new cereal	Reading: Welcome to Moscow, city of the gold Rolls Royce – <i>Financial Times</i> Listening: An interview with a cross-cultural trainer	Types of markets Comparatives and superlatives <i>much / a lot, a little / a bit</i>	Meetings: participating in discussions	Cara Cosmetics: Launch a new product Writing: catalogue description
Unit 9 Companies page 78	Successful companies	Reading: Natura aims to expand internationally – <i>Financial Times</i> Listening: An interview with the CEO of Unipart	Describing companies Present continuous Present simple or present continuous	Presentation 2: starting a presentation	You and your company: Prepare an introduction to a presentation Writing: company profile
Revision unit C page 86					
Unit 10 The Web page 90	Using the Internet Plans for the future	Reading: Online business model dressed to kill – <i>Financial Times</i> Listening: An interview with a website effectiveness consultant	Internet terms Time expressions Talking about future plans (present continuous and <i>going to</i>) <i>will</i>	Making arrangements	Isis Books plc: Plan a sales trip Writing: e-mail
Unit 11 Cultures page 98	Company cultures Cultural mistakes	Reading: Wal-Mart finds its formula doesn't fit every culture – <i>The New York Times</i> Listening: Four people talking about cultural mistakes	Company cultures <i>should / shouldn't</i> <i>could / would</i>	Identifying problems and agreeing action	A change of culture: Discuss changes in a bank Writing: action minutes
Unit 12 Jobs page 106	Skills you need for a job	Reading: A curriculum vitae Listening: An interview for a job	Skills and abilities Present perfect Past simple and present perfect	Interview skills	High Profile Inc.: Choose a candidate for a job Writing: letter
Revision unit D page 114					