

Contents

ELEMENTARY BUSINESS ENGLISH TEACHER'S RESOURCE BOOK

NEW EDITION

MARKET LEADER



Irene Barrall
with
Lizzie Wright



www.longman.com



Contents

Introduction	5	Unit 9 Companies	
		At a glance	77
		Business brief	78
		Lesson notes	79
Notes on units			
Unit 1 Introductions		Revision	
At a glance	8	Unit C	84
Business brief	9	Unit 10 The Web	
Lesson notes	10	At a glance	87
		Business brief	88
		Lesson notes	89
Unit 2 Work and leisure		Unit 11 Cultures	
At a glance	16	At a glance	95
Business brief	17	Business brief	96
Lesson notes	18	Lesson notes	97
Unit 3 Problems		Unit 12 Jobs	
At a glance	24	At a glance	102
Business brief	25	Business brief	103
Lesson notes	26	Lesson notes	104
Revision		Revision	
Unit A	32	Unit D	110
Unit 4 Travel			
At a glance	36		
Business brief	37		
Lesson notes	38		
Unit 5 Food and entertaining			
At a glance	43		
Business brief	44		
Lesson notes	45		
Unit 6 Sales			
At a glance	51		
Business brief	52		
Lesson notes	53		
Revision			
Unit B	58		
Unit 7 People			
At a glance	61		
Business brief	62		
Lesson notes	63		
Unit 8 Markets			
At a glance	69		
Business brief	70		
Lesson notes	71		

Unit 5 Food and entertaining

Free business lunches	122
Meet while you eat	123

Unit 6 Sales

Recommending products	124
An unusual selling method	125

Unit 7 People

Journey to the top	126
A successful woman	127

Unit 8 Markets

Travel markets	128
Expanding drinks markets	129

Unit 9 Companies

A happy company!	130
The road to success	131

Unit 10 The Web

Shopping online	132
Online advertising	133

Unit 11 Cultures

What's in a name?	134
Cultural problems for managers	135

Unit 12 Jobs

Online job applications	136
Skills shortage in Germany	137

Text bank answer key	139
-----------------------------	-----

Unit 6 Sales

Presenting a product	153
----------------------	-----

Unit 7 People

Negotiating: dealing with problems	154
------------------------------------	-----

Unit 8 Markets

Participating in discussions	155
------------------------------	-----

Unit 9 Companies

Starting a presentation	156
-------------------------	-----

Unit 10 The Web

Making arrangements	157
---------------------	-----

Unit 11 Cultures

Identifying problems and agreeing action	158
--	-----

Unit 12 Jobs

Interview skills	159
------------------	-----

Resource bank

Teacher's notes	143
------------------------	-----

Unit 1 Introductions

Introducing yourself and others	148
---------------------------------	-----

Unit 2 Work and leisure

Talking about work and leisure	149
--------------------------------	-----

Unit 3 Problems

Telephoning: solving problems	150
-------------------------------	-----

Unit 4 Travel

Making bookings and checking arrangements	151
---	-----

Unit 5 Food and entertaining

Entertaining	152
--------------	-----