

Company to Company

A task-based approach to business
emails, letters and faxes

Fourth Edition

Student's Book

Andrew Littlejohn



CAMBRIDGE
UNIVERSITY PRESS

Contents

	Acknowledgements and Note on the Fourth Edition	3
	To the student	6
UNIT 1	<i>1A Study section</i>	7
Making enquiries	Emails, opening and closing a message, subject headings, asking for and sending information, email style, being polite	
	<i>1B Activity section: Misplaced orders</i>	14
	Slembrouck BVBA have delivered the wrong goods to The Court Hotel and ABC (Drinks Machines) Ltd. What should they do?	
	<i>1C The writing process: Getting help</i>	16
UNIT 2	<i>2A Study section</i>	17
Business prospects	Attachments, parts of a message, beginning and ending a message, email conventions	
	<i>2B Activity section: A business trip</i>	24
	Nagakura try to arrange meetings with the office of Leefung Plastics in Hong Kong and Singapore. However, other events cause difficulties.	
	<i>2C The writing process: Steps in writing a message</i>	26
UNIT 3	<i>3A Study section</i>	27
Contacting customers	Referring, giving good/bad news, saying what you can/cannot do, giving reasons, British and American English, paragraphs	
	<i>3B Activity section: Holiday time</i>	34
	Western Travel want to book a holiday for a group of tourists, but there are problems with the tour organisers, Sun Express and Golden Holidays.	
	<i>3C The writing process: Writing a plan</i>	36
UNIT 4	<i>4A Study section</i>	37
When things go wrong	Letter layout, the date, making mild complaints, making a point, warning, making strong complaints	
	<i>4B Activity section: Who's responsible?</i>	45
	The heating system at Perfecta Ltd explodes. Who is responsible: Aqua Warm BV or Bauer AG?	
	<i>4C The writing process: Read before you write</i>	46

UNIT 5	5A <i>Study section</i>	48
Getting things done	Requesting action, apologising, faxes	
	5B <i>Activity section: From quote to sale</i>	54
	Tavridis Ltd urgently need a large quantity of cable, but the suppliers, Midtec Cables Ltd and Hanston Electrics, have problems in delivering.	
	5C <i>The writing process: Drafting</i>	56
UNIT 6	6A <i>Study section</i>	57
Maintaining contact	Personal business letters and emails, opening/closing, inviting, accepting and declining	
	6B <i>Activity section: Repair or replace?</i>	64
	Jarritos SA use some rather old equipment in their factory. Should they ask Wesco Engineering to repair it or ask Alpha Food Machines to replace it?	
	6C <i>The writing process: Checking your work (1)</i>	66
UNIT 7	7A <i>Study section</i>	67
Customer service	Informal business letters, informal writing style, replying to complaints, advising customers	
	7B <i>Activity section: A credit check</i>	74
	Wainman Ltd have serious cashflow problems and want to buy paper on credit from Northern Paperworks. However, a reference from Lumino Inks Ltd makes the situation complicated.	
	7C <i>The writing process: Checking your work (2)</i>	76
UNIT 8	8A <i>Study section</i>	77
Product promotion	Arranging and confirming meetings, placing orders, circulars, revision and consolidation	
	8B <i>Activity section: A trade fair</i>	83
	Massari Tractors in Italy want Agricultural Supplies Ltd in India to increase sales, but who is going to pay for promotion at the India Trade Fair?	
	8C <i>The writing process: Checking your work (3)</i>	85
	Role cards	86
	Summary of useful phrases and main points	117
	Example plans	122
	Index of model letters, emails and key words	124
	Letter and email layout guide	128

To the student

Please read this first! (Teachers, too!)

Company to Company is probably very different from other books that you have used to learn English, so it may help if you read this introduction first.

The book has eight units. Each unit is divided into three different sections.

Section A is the *Study section*. At the beginning of the section, you can do a self-test in the form of a letter- or email-writing exercise. You can then learn phrases for writing business correspondence. At the end of the section, there is another writing exercise. These beginning and end exercises will show you how much you have learned in the section.

Section B is the *Activity section*. This helps you to practise writing in a 'real' situation. Here, you can use everything you learned in Section A. In the activity, the class is divided into groups. Each group is one of three 'companies' in a business situation (for example, buying or selling something). In your group, you have to write messages to the other 'companies' using the role cards at the back of the book (see page 86). There are three cards for each group in each activity, and your teacher will tell you which card to look at next. The role cards and the messages that you get from other groups give you new information and, together, you will have to make decisions before you write. Your company is trying to get its business done, so you will have to think and write as quickly as possible!

To get maximum benefit from the activity, it is important that everyone in your group writes. Once the activity is over, you can look back at your own messages and the messages written by other students to see if you can improve them.

Section C is *The writing process* section. This shows you how you can develop your abilities in writing, how you can plan and revise letters and help yourself to write better English.

At the back of the book, there is an *Index of model letters, emails and key words* that you can use in class, at work or at home. This will help you to find an example letter or email or a particular word. There is also a *Summary of useful phrases and main points* from each unit and a *Letter and email layout guide*.

We hope you learn a lot from this book and enjoy using it.