

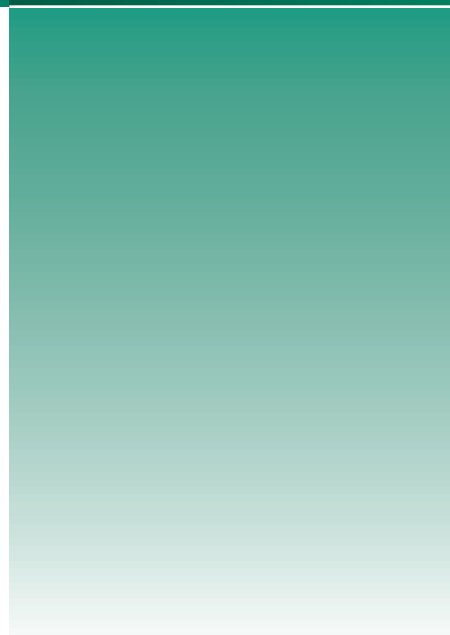
3rd Edition

Pre-intermediate

# MARKET LEADER

Business English Course Book

David Cotton David Falvey Simon Kent



# Contents

	DISCUSSION	TEXTS	LANGUAGE WORK	SKILLS	CASE STUDY
<b>UNIT 1 CAREERS</b> → page 6	Talk about your career plan	Listening: An interview with the Finance Director of a TV company Reading: Facebook profile 'could damage job prospects' – <i>Telegraph</i>	Career moves Modals 1: ability, requests and offers	Telephoning: making contact	YouJuice: Decide on the successful candidate for a job Writing: e-mail
<b>UNIT 2 COMPANIES</b> → page 14	Talk about companies	Reading: India: Tata's search for a new CEO – <i>Financial Times</i> Is John Lewis the best company in Britain to work for? – <i>Guardian</i> Listening: An interview with the CEO of a food company	Describing companies Present simple and present continuous	Presenting your company	Dino Conti Ice Cream: Decide on the best way to invest in a company's future Writing: proposal
<b>UNIT 3 SELLING</b> → page 22	Talk about shopping habits	Listening: An interview with the Director of Marketing of a TV shopping channel Reading: Women on top in new sales industry survey – web article	Making sales Modals 2: <i>must, need to, have to, should</i>	Negotiating: reaching agreement	A partnership agreement: Work on a proposed partnership between a jet charter company and a hotel group Writing: letter
<b>WORKING ACROSS CULTURES: 1 SAYING 'NO' POLITELY</b>					→ page 30
<b>REVISION UNIT A</b>					→ page 32
	DISCUSSION	TEXTS	LANGUAGE WORK	SKILLS	CASE STUDY
<b>UNIT 4 GREAT IDEAS</b> → page 36	Discuss what makes a great idea	Listening: An interview with a researcher Reading: Who needs translators? – web article Safer cycling – web article Going for gold – web article	Verb and noun combinations Past simple and past continuous	Successful meetings	The new attraction: Decide on the best idea for a new attraction Writing: report
<b>UNIT 5 STRESS</b> → page 44	Discuss stressful situations and activities	Listening: An interview with the Director of Marketing at a health consultancy Reading: Over half of business owners feeling increasingly stressed – web article	Stress in the workplace Past simple and present perfect	Participating in discussions	Davies–Miller Advertising: Suggest ways of reducing stress amongst staff Writing: report
<b>UNIT 6 ENTERTAINING</b> → page 52	Discuss corporate entertaining	Listening: An interview with the Chief Executive of a corporate entertainment company Reading: Interview with three corporate entertainment experts	Eating and drinking Multiword verbs	Socialising: greetings and small talk	Organising a conference: Choose the location for a sales conference Writing: e-mail
<b>WORKING ACROSS CULTURES: 2 DOING BUSINESS INTERNATIONALLY</b>					→ page 60
<b>REVISION UNIT B</b>					→ page 62
<b>WRITING FILE</b> → page 126					<b>ACTIVITY FILE</b> → page 132

	DISCUSSION	TEXTS	LANGUAGE WORK	SKILLS	CASE STUDY
<b>UNIT 7 NEW BUSINESS</b> → page 66	Discuss new businesses and business sectors	Listening: Interviews with the CEO of a money-transfer company and the CEO of a food company  Reading: Internet whiz-kid's discount idea makes billions in two years – <i>Financial Times</i>  Help with exports – <i>Financial Times</i>	Economic terms Time clauses	Dealing with numbers	Taka Shimizu Cycles: Choose the location for a new factory Writing: e-mail
<b>UNIT 8 MARKETING</b> → page 74	Talk about the marketing mix and marketing campaigns	Listening: An interview with the European Marketing Manager of a pharmaceutical company  Reading: Adidas targets the Chinese interior – <i>Financial Times</i>	Word partnerships Questions	Telephoning: exchanging information	Wincote International: Devise a plan to improve sales at an outdoor-clothing company Writing: e-mail
<b>UNIT 9 PLANNING</b> → page 82	Discuss how and when to plan	Listening: An interview with a business consultant and author  Reading: When there's no Plan A – <i>Financial Times</i>	Making plans Talking about future plans	Meetings: interrupting and clarifying	European Press and Media Corporation: Plan a new issue of a magazine  Writing: letter
<b>WORKING ACROSS CULTURES: 3 INTERNATIONAL CONFERENCE CALLS</b>					→ page 90
<b>REVISION UNIT C</b>					→ page 92
	DISCUSSION	TEXTS	LANGUAGE WORK	SKILLS	CASE STUDY
<b>UNIT 10 MANAGING PEOPLE</b> → page 96	Discuss the qualities of a good manager	Listening: An interview with the author of a management book  Reading: Share the power – <i>Financial Times</i>	Verbs and prepositions Reported speech	Socialising and entertaining	Ashley Cooper Search Agency: Advise on improving staff relations at a property company Writing: report
<b>UNIT 11 CONFLICT</b> → page 104	Do a quiz on managing conflict	Listening: An interview with an expert in dispute resolution  Reading: Intervening quickly in cases of conflict – <i>Chartered Institute of Personnel and Development</i>	Word-building Conditionals	Negotiating: dealing with conflict	Herman & Corrie Teas: Decide whether a company should accept a buy-out offer  Writing: letter
<b>UNIT 12 PRODUCTS</b> → page 112	Discuss products	Listening: An interview with the editor of a news network  Reading: A path to salvation through innovation – <i>Financial Times</i>	Describing products Passives	Presenting a product	The George Marshall Awards: Choose the winner of a product-innovation competition Writing: report
<b>WORKING ACROSS CULTURES: 4 PREPARING TO DO BUSINESS INTERNATIONALLY</b>					→ page 120
<b>REVISION UNIT D</b>					→ page 122
<b>GRAMMAR REFERENCE</b> → page 141			<b>AUDIO SCRIPTS</b> → page 153		<b>GLOSSARY</b> → page 167