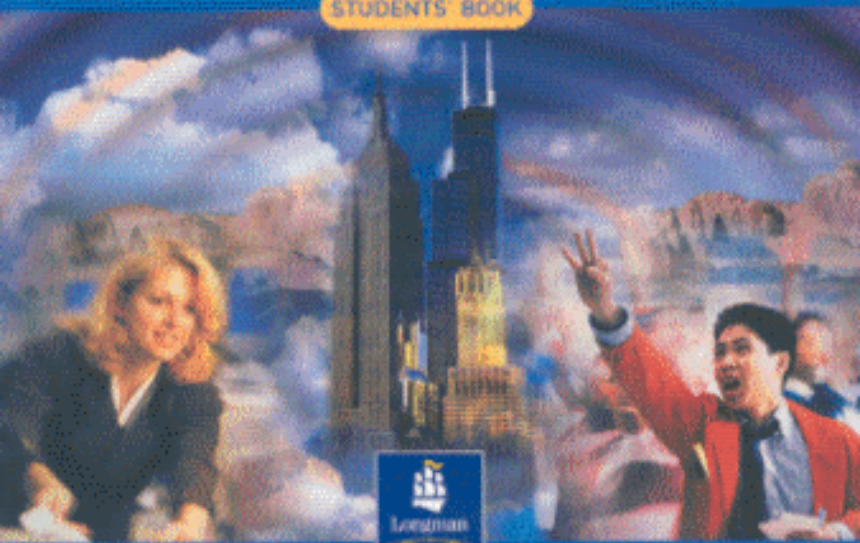


NEW INSIGHTS into BUSINESS

Graham Tullis Tonya Trappe

STUDENTS' BOOK



Contents

Lead-in Reading Vocabulary development Language Focus Skills Focus

Unit 1

Company Structures page 4

Listening – The departments in a company
Philips organisation chart

'The Phillips Story'
(www.news.philips.com)
Company profile

Verbs and prepositions

Present perfect and past simple
Describing changes

Listening – Describing responsibilities in a company: Pat Guerin, Guinness Ireland
Speaking – Describing jobs; presenting companies
Writing – A company profile

Unit 2

Recruitment page 14

Reading – Graduate career opportunities (www.cognex.com)

'Fit For Hiring? It's Mind Over Matter'
(*New York Times*)
Recruitment techniques
Dictionary skills

Compound nouns

Present simple and present continuous

Listening – A job advertisement
Writing – The CV and letter of application
Listening – Selecting candidates and job interviews
Speaking – Role-play of a job interview

Unit 3

Retailing page 25

Listening – Janet Moore, a retail specialist

'Richer Pickings' (*Business*)
Profile of hi-fi chain Richer Sounds

Compound nouns

Make and do
Locating objects

Listening – Store layout
Speaking – A consumer survey
Writing – A consumer survey report

Unit 4

Franchising page 34

Listening – A business adviser on franchising

'One day in my life' (*University of Warwick Network*)
Profile of Vanessa Stein, a McDonald's franchisee

Suffixes

Adverbs
Used to do; be used to doing

Reading – Bang & Olufsen franchise brochure
Listening – Janis Erickson, a Dunkin' Donuts franchisee
Speaking – Choosing a franchise
Writing – An e-mail message: applying for franchise information

Unit 5

International Business Styles page 44

Reading & Speaking – Management styles in five different countries

'Learning to cope with corporate culture clashes' (*The Irish Independent*)
The Centre for International Briefing

Prefixes

The imperative
Adjectives of nationality

Writing – A memo
Listening – Doing business in Japan: Tomomi Moriwake
Speaking – Giving and asking for advice: cross-cultural consulting

Review 1 page 54

Unit 6

Banking page 56

Listening – Eleanor Stevens, branch manager with HSBC Bank
Banking items and documents

'Picture the Scene' (*Bank of Scotland brochure*)
HOBBS Home and Office Banking

Abbreviations

Allow, enable, let
First and second conditional

Business Skills Focus: Negotiating
Reading – 'Are you a good negotiator?'
Listening – Negotiating a bank loan
Role-play – Negotiating a bank loan
Writing – A short report

Unit 7

Business and the Environment page 65

Speaking – Environmental cartoons
The role of business in environmental affairs

'Proven environmental commitment helps create committed customers' (*Marketing News*)
Profile of clothing manufacturer Patagonia

Word building

Expressing contrast
The passive

Listening – A Body Shop customer survey
Speaking – Convincing a sponsor
Writing – A letter of request

Unit 8

The Stock Market page 74

Reading – Headlines from the financial press
Listening – Isobel Mendelson explains her investments

'Europeans Log On to Investment Fever' (*New York Times*)
Internet share dealing

Phrasal verbs 1

The third conditional
Yet, still, already

Reading – Analysing share price listings
Listening – A radio stock market report
Speaking – Buying shares
Writing – A summary of a newspaper article

Call No.

Bib No. H91181

860-

Lead-in

Reading

Vocabulary
developmentLanguage
Focus

Skills Focus

Unit 9

Import Export

page 84

Listening – Why countries trade: an OECD economist

Reading & Speaking – European Union quiz

'Profile: BARCO of Belgium' (*The Financial Times*)

Breaking into new export markets

Compound adjectives 1

The future
Describing trends

Listening – The invoice; descriptions of exports based on graphs

Reading – The bill of lading

Writing – Description of exports based on a graph

Speaking – Completing a graph

Unit 10

Company Performance

page 96

Listening – Departments of Pricewaterhouse Coopers

'Anatomy of an annual report' (*IBM Guide to Understanding Financials*)

Description of the sections of an annual report

Nouns and prepositions

Fractions and percentages

Business Skills Focus: Presentations

Listening – Financial analyst Carole Imbert talks about the pharmaceutical sector and gives a short presentation

Speaking – Giving a presentation on L'Oréal

Writing – A company report on L'Oréal

Review 2 page 104

Unit 11

Setting Up a Business

page 106

Speaking – Advantages and disadvantages of different types of company; checklist for starting a business

'The idea man' (*The Wall Street Journal Europe's Convergence*)
Profile of Roger Foster, founder of Apricot

Prefixes

Relative clauses

Speaking – Questionnaire: 'How do you rate as an entrepreneur?'

Listening – How the freight company Cargolifter started

Writing – A business plan

Unit 12

Corporate Alliances and Acquisitions

page 116

Reading – Extracts from the financial press

Listening – Margareta Galfard on why the merger between Renault and Volvo failed

'When egos collide' (*The European*)
Why mergers and acquisitions often fail

Phrasal verbs 2

Modal verbs of obligation

Business Skills Focus: Meetings

Listening – A consultant gives advice about meetings

Speaking – The language of meetings

Role-play – A meeting

Writing – Minutes of a meeting

Unit 13

Marketing

page 125

Listening – Military metaphors

Speaking – Market research techniques

'Hello to the good buys' (*www.shell.com*)

A Shell Oil market research project

Compound adjectives 2

Comparison
Reported speech

Reading – Direct mail marketing

Writing – A direct mail marketing letter

Unit 14

Product and Corporate Advertising

page 134

Speaking – Advertising media

Reading – Advertising slogans

Speaking – Controversial advertising

'Sacrilege' (*The European*)

A controversial advertising campaign

Uses of *like*

Gerund and infinitive

The article

Listening – A description of a Gillette TV commercial

Discussion – Designing a TV commercial

Writing – A scenario for a TV commercial

Speaking – Presenting a scenario

Unit 15

The Business Media

page 144

Listening – An executive describes Bloomberg business news services

'Profile: A Man And His Information Machine' (*New York Times*)

Michael Bloomberg and his business media empire

Phrasal verbs 3

could have + past participle

Nouns

Listening – A radio business news bulletin

Reading – Business news articles

Speaking – Preparing a radio business news bulletin

Writing – Business news reports

Role-play – A radio business news bulletin

Review 3 page 152