Contents

To the student 4		
То	o the teacher	5
BU	SUSINESS TOPICS	
1	Industries and companies	6
2	Globalization and economic policy	10
3	Corporate strategy and structure	14
4	Managing people	18
5	Operations management	22
6	Production	26
7	Marketing strategy and product development	30
8	Distribution and promotion	34
9	Accounting and financial statements	38
10	0 Financial markets	44
11	1 Human resources	48
12	2 Information and communication technology	52
EFI	FFECTIVE COMMUNICATION	
13	3 Trends, graphs and figures	56
14	4 Presentations – structure and key phrases	60
15	5 Presentations – being lively and persuasive	64
16	6 Discussions	68
17	7 Social English and cultural awareness	72
18	8 Style – clarity and emphasis	76
19	9 Style – politeness and softening	80
20	0 Developing an argument – linking words 1	84
21		88
22		92
	3 Writing paragraphs	96
24	4 CV (resume) / Job interview	100
LIS	ISTENING PRACTICE	
Int	nterviews with business people: exercises	104
1	1 Interview with a venture capitalist 6 Interview with a communic	ations consultant
2	2 Interview with a CEO 7 Interview with an auditor	
3	3 Interview with a project manager 8 Interview with a portfolio n	nanager
4		or
5	5 Interview with a marketing director 10 Interview with an IT consult	tant
Lis	istening scripts	109
Answer key 12		