

In Company 3.0 delivers

the business English skills your students need for international business communication, whether they are just entering the world of work, or are established business professionals. This third edition now contains a great combination of print and digital components, while the core areas of the course remain business trends, soft skills, and the practical application of functional language.

This edition now has a Starter level, so beginner students can learn essential English for survival and success at work.

- **Updated content** brings the business world to life for your students, with texts, audio and video from a range of global sources which provide exposure to different varieties of English.
- **Business Workplace Scenario** units and accompanying videos make students aware of challenging real-world business situations as well as providing great recycling opportunities.
- **Flexible options** for one-to-one teaching or fast-track courses when results are needed quickly.
- New **People Skills** units highlight useful strategies for interpersonal communication and building confidence in the international workplace.
- **Resource Centres** and a new **Teacher's Presentation Kit** provide you with all you need for a successful class: from tests to case studies; from videos to interactive whiteboard software, which is also ideal for offering online training for companies; and much more.

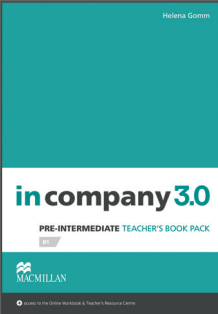


The NEW Teacher's Presentation Kit allows you to keep your class communicative and interactive. Available as part of your Teacher's Resource Centre, which you get through the webcode in your Teacher's Book Premium Pack.

In Company 3.0 provides:



Student's Book Premium Pack

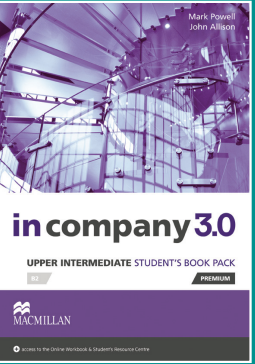
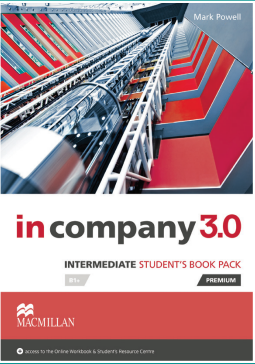
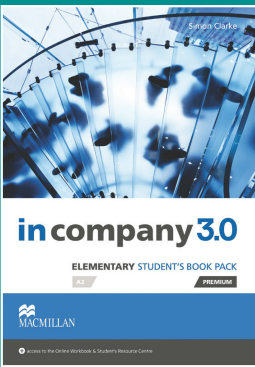
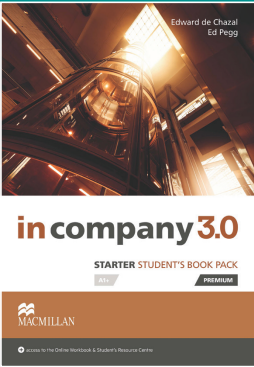


Teacher's Book Premium Pack



Class audio CDs

	Student's Book Premium Pack:	Teacher's Book Premium Pack:	Class audio CDs
	• Print Student's Book • Student's Resource Centre • Online Workbook	• Print Teacher's Book • Teacher's Resource Centre • Online Workbook	
Starter	9780230458826	9781786321343	9780230454927
Elementary	9780230455009	9781786321350	9780230455054
Pre-intermediate	9780230455115	9781786321367	9780230455160
Intermediate	9780230455238	9781786321374	9780230455283
Upper Intermediate	9780230455351	9781786321381	9780230455405



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This leaflet has been produced by Fauzia Eastwood, Marketing Executive for Adult, Business, ESP and Methodology titles. For further information, please get in touch via help@macmillan.com



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Business English for Professionals



Case study: In Company 3.0 in action

Kern AG Training Frankfurt

Tell us about your school and your students

At Kern, we use our own specific training technique, which combines traditional learning with the latest teaching methods.

This combination allows our language training to be flexibly designed and delivered. Importantly, we find this flexibility takes into account the individual needs of our students as well as our trainers, who get the chance to select the lesson topics based on the language or skills learning goal they are working towards.

The goal at Kern is for our students to achieve *their* goal of communicating freely in the desired language, which, in the case of *In Company 3.0*, is English, and in the shortest time possible, so we conduct our classes completely in the target language.

The flexible unit structure of *In Company 3.0* allows us to design our syllabus around the course, to help our students achieve their goals most effectively. We adhere to the Common European Framework of Reference for Languages, so it's great to have a course linked to this.

We have about 50 branches worldwide, mostly in Germany and students are studying English for their careers.

Why does In Company 3.0 work for you and your students?

Our students and course participants are mostly corporate clients at major organisations who value the real-life content that *In Company 3.0* offers. There are one-to-one classes as well as group training courses. A lot of students are also interested in intercultural training that we also offer to allow them to do business with clients abroad.

What influenced your decision to use In Company 3.0 with your business students and clients?

From a learner's point of view, it's very practical that the course participants can view the videos, listen to the sound files and do language exercises in advance of the lesson. The PDF exercises, videos and sound files are also useful. Our course participants and business language teachers also relish the relevance of the varied skills training exercises included in *In Company 3.0*, for example for telephoning, presentations, emailing and negotiating.



To sum up, *In Company 3.0* is a great match for our busy professionals who need topical, interactive business-related content via multiple media using the Student's Resource Centre.

William Fern BA, MBA
Director of Studies
Kern AG Training, Frankfurt



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There are numerous reasons to choose *In Company 3.0* - here are 10.0 to start with...

1.0 Learning objectives for students to track their progress.

2.0 Business communication units focus on business issues of the day and skills for the workplace.

3.0 People skills units focus on functional business English language and interpersonal skills.

4.0 Management or workplace scenarios offer challenging case studies to reflect real life business situations and allow students to interact with the language in a more dynamic way.

5.0 Engaging videos and related lessons illustrate the true-to-life scenarios from the workplace.

6.0 Grammar reference with detailed explanations of key points.

7.0 Language links consolidate grammar and extend vocabulary from the Business communication units.

15 Solving problems

Problem-solving is finding ways of getting from where you are to where you want to be.

Learning objectives: Unit 15

1. How good are you at problem-solving? When and where do you get your best ideas?

2. Compare the following phrases and tell them that you are the best at you.

3. Think of a problem you've solved recently. Write down the problem and the solution. Share it with your partner.

4. Complete the sentences (a-g) with the words in the box. Did you have similar ideas about the ideal team player in 17? Do you know anyone with these qualities?

5. Now complete the sentences (a-g) with the words in the box. Did you have similar ideas about the ideal team player in 17? Do you know anyone with these qualities?

6. Complete the sentences (a-g) with the words in the box. Did you have similar ideas about the ideal team player in 17? Do you know anyone with these qualities?

16 Collaboration

Learning objectives: Unit 16

1. How good are you at problem-solving? When and where do you get your best ideas?

2. Compare the following phrases and tell them that you are the best at you.

3. Think of a problem you've solved recently. Write down the problem and the solution. Share it with your partner.

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17 Eating out

Learning objectives: Unit 17

1. How good are you at problem-solving? When and where do you get your best ideas?

2. Compare the following phrases and tell them that you are the best at you.

3. Think of a problem you've solved recently. Write down the problem and the solution. Share it with your partner.

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18 Tricky conversations

Learning objectives: Unit 18

1. How good are you at problem-solving? When and where do you get your best ideas?

2. Compare the following phrases and tell them that you are the best at you.

3. Think of a problem you've solved recently. Write down the problem and the solution. Share it with your partner.

4. Complete the sentences (a-g) with the words in the box. Did you have similar ideas about the ideal team player in 17? Do you know anyone with these qualities?

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6. Complete the sentences (a-g) with the words in the box. Did you have similar ideas about the ideal team player in 17? Do you know anyone with these qualities?

19 Handling Difficult Conversations in the Workplace

Learning objectives: Unit 19

1. How good are you at problem-solving? When and where do you get your best ideas?

2. Compare the following phrases and tell them that you are the best at you.

3. Think of a problem you've solved recently. Write down the problem and the solution. Share it with your partner.

4. Complete the sentences (a-g) with the words in the box. Did you have similar ideas about the ideal team player in 17? Do you know anyone with these qualities?

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6. Complete the sentences (a-g) with the words in the box. Did you have similar ideas about the ideal team player in 17? Do you know anyone with these qualities?

20 Grammar reference

Learning objectives: Unit 20

1. How good are you at problem-solving? When and where do you get your best ideas?

2. Compare the following phrases and tell them that you are the best at you.

3. Think of a problem you've solved recently. Write down the problem and the solution. Share it with your partner.

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6. Complete the sentences (a-g) with the words in the box. Did you have similar ideas about the ideal team player in 17? Do you know anyone with these qualities?

21 Language links

Learning objectives: Unit 21

1. How good are you at problem-solving? When and where do you get your best ideas?

2. Compare the following phrases and tell them that you are the best at you.

3. Think of a problem you've solved recently. Write down the problem and the solution. Share it with your partner.

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8.0 Fluency and communication activities in every lesson.

9.0 Regular role-play activities help students consolidate the skills they've learnt.

10.0 Phrase bank of key take-away language for quick revision and to use immediately.

Resource Centres for teachers and students

Engaging downloadable and online business scenario videos and worksheet lessons feature common workplace situations tied in with the themes of the course. The respective Resource Centres are accessible via a webcode in your Student's or Teacher's Book Premium Packs and also contain class audio files, audio scripts, wordlists, tests and case studies.

Online Workbook

Listening: Cultural differences in business

1. What sort of restaurant are they in?

2. Where has Mark just been?

3. Did the clients make eye contact with Mark during his presentation?

4. Why did his sales meeting start late?

5. Did his clients sign the contract?

Online Workbook with gradebook allows students to practise online, check their own progress and join a class which the teacher can monitor.

Download samples and try out our Online Workbook samples at www.macmillanincompany3.com

Get expert tips from Mark, Simon, John and Ed with the 'Build up your business skills' author video tips.

Watch them at www.macmillanincompany3.com/about-the-authors

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Build up your business skills

Video teaching tips from the authors

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In Company 3.0 co-author

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Co-author of In Company 3.0

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In Company 3.0 co-author

Simon Clarke
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