

Collins

English for Business

READING

Anna Osborn



NTV

Công ty TNHH
Nhân Trí Việt



**NHÀ XUẤT BẢN TỔNG HỢP
THÀNH PHỐ HỒ CHÍ MINH**



POWERED BY COBUILD

Common European Framework (CEF) level mapping chart

A1 - A2								
A2 - B1								
B1 - B2								
B2 - C1								
C1 - C2								

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About the author

Following a degree in Modern Languages at the University of Oxford, **Anna Osborn** worked in publishing as a Managing Editor during the 1990s. She retrained to become an English language teacher in 2000 and has since worked across Europe teaching students of all levels and ages. In addition, she has written a wide variety of English language learning materials including business and general study books, online self-study courses, and classroom workshops. Her most recent books are *English for Business: Speaking* (Collins, 2011) and *English for Life: Reading* (Collins, 2012).

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Introduction

Collins English for Business: Reading will help you to improve how you read business texts.

You can use *Reading*:

- as a self-study course
- as a supplementary material on a business communication or business English course.

This book includes a wide variety of types of text including business reports, schedules and budgets, social media, and business media. Many of the reading texts are authentic or based on authentic sources. You will find a list of the sources we have used at the front of the book on page 2.

Reading consists of 20 units, divided into four sections:

- Section 1 Emails
- Section 2 Doing business
- Section 3 Marketing and advertising
- Section 4 Business media and books

Unit structure

For ease of use, each unit follows a similar structure. It is recommended that you follow the order of exercises when working through a unit.

How to read – contains advice on the best reading approach for the text type.

Getting started – contains first reading activities that give you the opportunity to familiarize yourself with the content of the text before you start looking at it in detail.

Understanding – helps you to check your comprehension of the text.

Developing your reading skills – practises one or more types of reading skills which are most relevant to the type of text.

Language focus – highlights and practises useful language from the text.

Review – provides a conclusion to the topic of the unit.

Other features

At the back of the book you will find these four useful sections:

- 1 Answer key
- 2 Extended learning through COBUILD

In order to help you extend your vocabulary as you work through the material, further uses of key language are explored through references to examples taken from the Collins COBUILD Corpus. If you turn to page 103, you will find more information on meaning, usage, and collocations related to words used in the units.

- 3 How should I read? Choosing a reading approach
- 4 Improving your reading speed

We recommend you read *How should I read? Choosing a reading approach* and *Improving your reading speed* before you start using the course. These two sections have lots of useful tips.

Using Reading

You can either work through the units from Unit 1 to Unit 20, or you can pick and choose the units that are most useful to you. For example, you might want to concentrate on *Doing business* but spend less time on *Business media and books*. The Contents page will help you in your selection of units and your own plan for learning.

Keep a vocabulary notebook and, after completing each unit, add any new words from the text to your book.

Language level

Reading has been written to help business learners at B2 level and above (Upper Intermediate to Advanced).

Other titles

Also available in the *Collins English for Business* series: *Speaking*, *Listening*, and *Writing*.

1

Managing your inbox

How to read your inbox and short emails







Email is the most common form of business communication. When you get an email:

- Scan over the subject lines of the emails in your inbox and focus on any topics that you know need your immediate attention.
- Pay particular attention to any emails marked as 'urgent'.
- Skim through emails that are not urgent and come back to them when you have more time.

Getting started

1 Scan over the new emails in Alex's inbox below and answer these questions.

- 1 Whose email should he read first and why?
- 2 Whose email has an attachment and what is it?
- 3 Whose email refers to plans for a future event and what is it?

From	Subject	Date received
 Li Sung	Programme for conference	6 March 09.52 !!
 Nora Stephens	Approval needed urgently	6 March 09.27
 Ella Wood	James project update	6 March 09.23
 Pierre Valois	Sales reports attached	6 March 09.15 
 Rose Mills	Interview confirmation	6 March 09.13

2 Skim over the three emails opposite in just one minute. Which of the three emails might Alex leave until later to read in detail? Why?

1 Dear all,

Please find below details for the company conference to be held on 23 April.

Conference venue: The Great Hall, Grants Hotel, London, W6 4AJ

Attendees: All senior management

Timetable for the day:

09.30	Welcome breakfast
10.00	Address from CEO
10.30	Annual financial results and budget for next year
11.30	Sales and Marketing annual review
12.30	HR presentation
13.30	Lunch
14.30	Strategic plan for next year: 'Greater and better'
16.30	Address from Managing Director
17.00	End

A detailed breakdown of all the day's presentations will be sent out in due course.

I apologize for the delay in circulating these details and if any changes are made, I'll be sure to keep you all in the loop.

Best wishes,

[.....]

Events Organizer

2 Hi Alex,

Sorry for not getting back to you sooner with the information that you need for the conference – the sales reports that you asked for are attached.

Could you possibly take a look at January's figures because there are some loose ends that we need to tie up.

Look forward to hearing from you.

Thanks,

[.....]

Sales and Marketing Account Manager

3 Dear Alex,

Please note that the deadline for budget approval was close of play yesterday.

I would appreciate it if you could give me the green light as soon as possible because I need to submit them to the board today.

Should you need any further information, please do not hesitate to contact me – I'm on extension 231.

I look forward to your reply.

Thank you in advance,

[.....]

Finance Manager

Understanding

- 1** Insert the senders' names in the spaces in the three emails on the previous page.
- 1** Are the following statements True or False? Correct any that are false.
- 1 All employees are expected to attend the conference.
 - 2 There may be further changes to the plans for the conference.
 - 3 Pierre sent the sales reports to Alex as soon as he was asked.
 - 4 There are some unresolved issues regarding July's figures.
 - 5 Alex must approve the sales reports by 2 p.m. today.
 - 6 Nora Stephens is planning to submit the budgets to the board by the end of today.

Developing your reading skills

- 1** What is the purpose of each of the emails? Tick the box(es) as appropriate.

	Email 1	Email 2	Email 3
To send Alex information about something	✓	✓	
To ask Alex to do something			
To apologize about a delay in something			
To invite a response from Alex regarding something			

- 2** After reading his emails, Alex marks each with a note to prioritize his tasks. Match the comments to the emails that they refer to.

- | | |
|-----------|--|
| 1 Email 1 | A Approve budgets right away. |
| 2 Email 2 | B Not urgent, look at when time allows. |
| 3 Email 3 | C Look at first thing tomorrow to sort out unresolved issue. |

Language focus

- 1** Fill the blanks in the sentences with one of the words or phrases from the box.

attachment bcc cc recipient reply reply all sender subject

- 1 The _____ is the person who writes and sends an email and the _____ is the person who receives it.
- 2 The _____ field or box is where you write a brief summary of the email contents.
- 3 An _____ is a file that is sent along with an email.