



Intelligent Business

Coursebook & Workbook

Giáo trình
Tiếng Anh
Thương mại

Pre-Intermediate

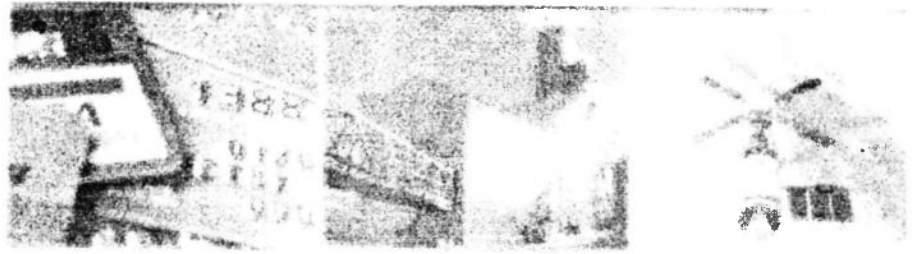
Christine Johnson - Irene Barrall - Nikolas Barrall

Hồng Đức : Dịch và giới thiệu



NHÀ XUẤT BẢN

TRẺ



Intelligent Business

Coursebook

Dịch & Giới thiệu: HỒNG ĐỨC

Pre-Intermediate
Business English

NHÀ XUẤT BẢN TỬ ĐIỂN BÁCH KHOA

Contents

Intelligent Business Pre-Intermediate



Fashion's favourite

What is the point of fashion shows? They are very expensive and few people want to buy the dresses, which may cost \$100,000 or more. But a show generates a lot of publicity and helps to sell cheaper products with the same brand name. Fashion is big business and brings economic benefit to many. **Page 35.**



The online job-market

Lots of people now use the internet to find jobs. The biggest online job-search site is monster.com, founded by Jeff Taylor. The monster image and Jeff Taylor's unusual ideas for marketing have made the company a huge success. It not only offers a fast and efficient service but is fun to use as well. **Page 60.**

7 Activities

Playing the game

15 Data

No privacy

23 Etiquette

Bad manners at work

33 Image

Creating a buzz

41 Success

Passion into profit

49 Future

Going up?

59 Location

Field of dreams

67 Job-seeking

A monster success

75 Selling

Hard to reach

85 Price

Pushing down prices

93 Insurance

Honesty is the best policy

101 Service

A complaint is a gift

111 Productivity

Fighting back

119 Creativity

How to be a brilliant thinker

127 Motivation

Having fun at work



Getting better service

Americans complain more than the British and, as a result, it seems they get better service. British companies don't get much feedback from their customers, so they don't know what they should do to improve service and often perform badly. American companies have developed better systems for dealing with complaints. **Page 103.**

Intelligent Business

Pre-Intermediate

Learning to write well in a foreign language is one of the most difficult challenges facing the language learner. This pocket-sized style guide will help you find the right words, use an appropriate style and write effectively. See inside the back cover.

Bookmap

	Reading	Language	Vocabulary	Career skills	Dilemma & Decision
Unit 1 Activities ■ 7	Move over game boys 9	Present simple and continuous 11	Roles and activities Word building	Explaining your job Greeting people 13	Exporting to Mexico 14
Unit 2 Data ■ 15	No hiding place 17	Countable and uncountable 20	Using the internet Quantity and number	Checking information Are you precise or approximate? 21	Buy it now! 22
Unit 3 Etiquette ■ 23	Office workers 'admit being rude' 25	Offers and requests 28	Synonyms Prefixes	Being polite Being direct 29	A workplace bully 30
Review 1 ■ 31	Language check: Present simple and continuous; some / any / a / much / many / a lot of; Offers and requests; Consolidation Vocabulary check; Career skills: Explaining your job; Checking information; Being polite				
Unit 4 Image ■ 33	Fashion's favourite 35	Comparatives and superlatives 37	The fashion industry Word building	Describing products Honest or diplomatic? 39	Volkswagen bugs 40
Unit 5 Success ■ 41	Passion into profit 43	Past simple 46	Opposites Business failure Collocations	Telling a story Telling stories 47	Organic growth 48
Unit 6 Future ■ 49	An elevator to space 51	Modals of possibility 54	Financing ventures Collocations	Making predictions Past or future? 55	Risky ventures 56
Review 2 ■ 57	Language check: Comparatives and superlatives; The past simple; Modals of possibility; Consolidation Vocabulary check; Career skills: Describing products; Telling a story; Making predictions				
Unit 7 Location ■ 59	Arabia's field of dreams 61	Future plans and intentions 63	Collocations Multi-part verbs	Making an appointment To plan or not to plan? 65	A new location 66
Unit 8 Job-seeking ■ 67	The online job market 69	The imperative 72	Activities The application process Find a job	Explaining what to do Fixed procedures or flexible? 73	For love or money? 74
Unit 9 Selling ■ 75	Marketing to students 77	Modals of obligation 79	Word building	Making suggestions Showing reactions 81	Guerrilla marketing 82
Review 3 ■ 83	Language check: Future plans and intentions; The imperative; Modals of obligation; Consolidation Vocabulary check; Career skills: Making an appointment; Explaining what to do; Making suggestions				

	Reading	Language	Vocabulary	Career skills	Dilemma & Decision
Unit 10 Price ■ 85	Make it cheaper and cheaper 87	Present perfect 89	Synonyms Verbs that take an object	Describing a graph How much explanation? 91	Stock market challenge 92
Unit 11 Insurance ■ 93	Fighting fraud 96	Passives 98	Problems Insurance Insurance fraud	Expressing arguments To interrupt or not? 99	A fair decision? 100
Unit 12 Service ■ 101	Getting better service 103	Conditional 1 105	Feedback on service Dealing with complaints Synonyms Collocations	Dealing with problems Showing emotion 107	Service not included 108
Review 4 ■ 109	Language check: The present perfect; Passives; Conditional 1; Consolidation Vocabulary check; Career skills: Describing a graph; Expressing arguments; Dealing with problems				
Unit 13 Productivity ■ 111	Revolution in the car industry 113	Adjectives and adverbs 115	Design to delivery Just-in-time production Word building Efficient stock control	Managing time Managing time 117	Bonus or bust? 118
Unit 14 Creativity ■ 119	A different perspective 121	Conditional 2 123	Multi-part verbs Suffixes	Finding creative solutions Showing disagreement 125	Gold rush 126
Unit 15 Motivation ■ 127	The kids are all right 129	Present perfect and past simple 131	Personal qualities Management styles Multi-part verbs	Giving reasons Formal and informal presentations 133	Hot-desking 134
Review 5 ■ 135	Language check: Adjectives and adverbs; Conditional 2; Present perfect and past simple; Consolidation Vocabulary check; Career skills: Managing time; Finding creative solutions; Giving reasons				
Pairwork ■ 137					
Glossary ■ 147					
Glossary test ■ 155					
Grammar ■ 157					
Audioscripts ■ 162					

Motivation

The kids are all right

Many companies, especially in the US, now offer games and sports facilities to attract young people to work for them. They want a younger workforce because the young learn faster and can accept change more easily. In the past, older people took all the decisions, but now young workers often have a lot of responsibility. It means that there is more opportunity to have fun and to achieve success early in your working life.

Page 129.

From the author

I have taught English in companies around Europe for many years, so I know how important it is to learn the language of business. As the workplace is becoming more and more international, it is increasingly important for people to learn business English if they want to succeed. But in addition to the language, it is important to be familiar with key business concepts and developments, and to understand how business works in different cultures. The *Economist* magazine is a unique resource which provides extensive coverage of news, current trends and the latest ideas from around the world. I am delighted to have had the opportunity to write *Intelligent Business* in partnership with *The Economist*.



Key business concepts

For the pre-intermediate Coursebook, I have tried to select topics which cover general business areas such as marketing, human resources and production. But I have also chosen topics that reflect the changing world of work: working across international borders, office etiquette and motivation, for example. Finally, I have included one or two more specialist areas such as insurance and technology, which have an important role to play in the business world. The result, I hope, is to give a unique overview of business today as well as providing something of interest to everyone. Students will be able to learn more about the business world and, at the same time, see how key language (both spoken and written) is used in real contexts.

Language development

Each unit has a central theme. Exercises and practical activities are developed around this to practise the key grammar and vocabulary areas. The *Career Skills* pages develop language for communication, and also present students with useful strategies that will help them to be more effective in the workplace. At the end of each unit is a *Dilemma* – a problem-solving activity which consolidates and recycles what has been learned.

The *Intelligent Business* pre-intermediate Coursebook is accompanied by a separate Workbook that provides comprehensive self-study language practice. There is also the *Intelligent Business* pre-intermediate Skills Book: a task-driven intensive course that practises language from the *Intelligent Business* syllabus through authentic business tasks. All of these components are covered by a single Teacher's Book.

People using the Coursebook and the Skills Book can visit the www.intelligent-business.org website which contains further information on the course, downloadable resources, teacher support and premium content from the www.economist.com website.

The aim of *Intelligent Business* is to make a truly contemporary world of business accessible to learners of business English – whatever their level of world and business knowledge. I hope you will also find that it is both enjoyable and beneficial.

I wish you every success in your future English-speaking working lives!

Christine Johnson

Unit 1 Activities

www.longman-elt.com

www.economist.com

Move over game boys

PAGE 9

Present simple and continuous

PAGE 11


Career skills: Explaining your job

PAGE 13

Dilemma: Exporting to Mexico

PAGE 14

Playing the game



Companies have different **activities** and work in different ways. Some companies **manufacture** or **produce** goods, others **provide services**; **retailers** sell goods to the general public. Companies **employ** people to work for them in many kinds of **jobs**. Each person has **responsibility** for a specific area of work and a **role** within the **team** or group that they work with.

Preview What do these companies do? Talk about each company's activities using words from A and B below.

Microsoft designs and sells IT software.

SONY



Microsoft®



A
create, design, develop, manufacture, market, offer, produce, provide, sell

B
banking services, cars, clothing, electronic goods, food and drink, internet services, IT software

Reading 1 Some companies have a number of different business activities. Read the short text below about General Electric (GE) and answer the questions.

General Electric

is a diversified technology, media and financial services company. The company mission statement is to create products that make life better: from aircraft engines to industrial machinery to insurance, medical technology, television news and plastics. GE operates in more than 100 countries and employs more than 300,000 people worldwide.

- 1 Name two more industry sectors mentioned in the text: *Technology ...*
- 2 Name two more things that GE produces: *Aircraft engines ...*
- 3 How many people work for GE?
- 4 Which word means that GE has many different business activities?

Speaking Work with a partner. Think of a company in your country or town. What are its main activities? Does it specialise in one industry sector or is it diversified?