

CONTENTS

Foreword	5
UNIT 1	
<i>Contacts</i>	13
Introductions	13
Initiating a Conversation.....	15
Making, Accepting and Declining Invitations	17
Entertaining a Client	20
Language Focus: Formal and Informal Language.....	22
Writing: Formal/Informal Emails	26
UNIT 2	
<i>Appointments</i>	28
Getting Through	28
Phone Appointments.....	31
Language Focus: Expressing Requests	36
Writing: Miscellaneous Correspondence	41
UNIT 3	
<i>Communication</i>	43
Means of Communication	43
Language Focus: Present Tense Simple and Continuous	48
Writing: Faxes.....	56
UNIT 4	
<i>The Economic Sectors</i>	58
Companies and Economic Sectors.....	58
Language Focus: Past Tense Simple and Continuous	61
Writing: Letters of Enquiry.....	66
REVISION 1	68

UNIT 5

<i>New Business</i>	75
Entrepreneurs	75
Language Focus: Present Perfect Simple and Continuous	81
Writing: A Newspaper Article	86

UNIT 6

<i>Managing People</i>	88
Managerial Skills and Styles	88
Company Structure	93
Language Focus: Past Perfect Simple and Continuous	95
Writing: Replying to Enquiries	100

UNIT 7

<i>Careers</i>	104
The Curriculum Vitae	105
The Covering Letter	115
Language Focus: Expressing Future Time	121

UNIT 8

<i>Employment Relations</i>	126
Trade Unions	126
Language Focus: The Passive Voice	131
Writing: Memos	138

REVISION 2	141
-------------------------	-----

UNIT 9

<i>Marketing</i>	148
Marketing vs. Selling	148
SWOT Analyses	154
Language Focus: Modal Verbs	156
Writing: Letters of Complaint	163

UNIT 10

<i>Brands</i>	167
Competing Brands	167
Language Focus: Adjectives - Degrees of Comparison	172
Writing: Replying to Letters of Complaint.....	178

UNIT 11

<i>Banking</i>	182
Banking Services	182
Language Focus: Conditionals.....	187
Writing: Request for A Loan	193

UNIT 12

<i>The Bottom Line</i>	196
The Trade Cycle.....	196
Language Focus: Numbers	201
Symbols.....	202
Reported Speech	204
Writing: Presentations.....	211

REVISION 3	212
-------------------------	-----

Appendix: List of Irregular Verbs	219
--	-----

Bibliography	225
---------------------------	-----

