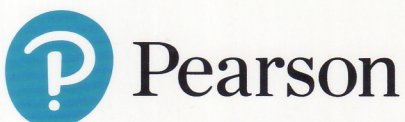


Workbook

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B1+

Business Partner



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1 Organisation

Vocabulary Roles and responsibilities

1 Choose the correct option in italics.

- 1 The *heads* / *base* of departments must attend the meeting arranged for 4.30 p.m.
- 2 Fabio will *make sure* / *take care* of all the catering arrangements for your client meeting.
- 3 If you can multitask, you shouldn't have a problem *involving* / *running* this department.
- 4 As from today I *lead* / *report* to the Sales Director.
- 5 Stephan is *responsible* / *coordinates* for all the company's advertising.
- 6 If you love watching sports, you should consider a career as a sports *journalist* / *trainer* reporting on sporting events.
- 7 We need to hire a(n) *actor* / *camera operator* to read the script in a convincing way.

2 Choose the correct option to complete the sentences.

- 1 I need you to _____ that everything runs smoothly at the conference.
a be responsible b make sure c work closely
- 2 Sara should _____ the Marketing Manager rather than work alone.
a lead b take care of c coordinate with
- 3 Toni is _____ of this team as of today.
a looking after b making sure c in charge
- 4 The _____ will make sure that we have everything we need for the meeting.
a hotel manager b journalist c sports trainer
- 5 You have to _____ to your line manager, Ms Gibrain.
a work closely b report c coordinate
- 6 Ms Schmidt is the _____ of the Sales Department.
a camera operator b head c role

3 Complete the missing letters to form words and complete the sentences.

- 1 B____ a____y is a system that has a lot of rules.
- 2 She started at the bottom and worked her way up the h____a____h____.
- 3 If Audric works hard, he will get a p____o____n, I think.
- 4 This is a very i____o____t____v____ idea and very creative, too.
- 5 It's time the company moved out of its headquarters and d____n____a____s____d.
- 6 The company decided to go against the trend and c____t____l____e its operations.

Grammar Future forms

1 Match the sentences to the uses.

- 1 a personal intention _____
- 2 a plan/arrangement _____
- 3 a prediction _____
- 4 a scheduled event _____

- a It's going to be an informative talk, I'm sure.
- b Carlotta is speaking at the conference.
- c I'm sure that you are all going to do your best to make this a success.
- d I'm meeting the Sales Director on Friday.
- e I'm going on holiday next week.
- f Marcelina is going to be out of the office until Thursday next week.
- g Freidrick is going to oversee the expansion himself.
- h Toni will give the presentation tomorrow.

2 Put the words in the correct order to complete the sentences.

- 1 Tuesday / in / won't / be / I / on / the / office

- 2 later / are / meeting / going / you / to / the / ?

- 3 next / we're / conference / visiting / centre / week / the

- 4 Lamar / promotion / I / is / get / soon / to / going / think / a

- 5 Monday / we / have / leave / early / to / on / don't

- 6 weather / flight / won't / our / leave / on time / in / this

- 7 Faiza / chair / on / will / the / Thursday / meeting

- 8 conference / isn't / to / going / until / the / finish / late

3 Complete the email with the correct form of the verbs in brackets.

Hi Kim,

Carla ¹_____ (go) to the conference in Stockholm with Juan, who ²_____ (drive) there. However, I ³_____ (have) an appointment in the morning, so I'm going to drive down afterwards. Unfortunately, the traffic ⁴_____ (be) heavy around lunchtime, but I hope to get there by 12.30 p.m. The first seminar ⁵_____ (start) at 1 p.m. so that should be fine.

⁶_____ (you/come) with me or Carla? We ⁷_____ (have) a meeting in-house in the afternoon, so you can let me know then.

See you soon,
Christoph

Reading

Médecins Sans Frontières

The international non-governmental organisation (NGO), Médecins Sans Frontières (MSF), or Doctors without Borders, was founded in 1971. Its purpose was to help people who needed medical aid following natural disasters, or political violence and wars.

In the beginning, there were only thirteen doctors and journalists. Since then it has expanded dramatically and has offices all over the world. By 1972 there were 300 volunteers, including the thirteen original founders. In that year, MSF's first task was to help people in Managua, the capital city of Nicaragua, after an earthquake. Between 10,000 and 30,000 people died. In 1974, staff went to Honduras after Hurricane Fifi and the flooding that followed. The following year MSF assisted in its first refugee crisis, helping Cambodians who had fled their country.

During the 70s, there were problems for the MSF staff on the ground; there was little preparation before staff set off on a mission; doctors had little support and supply lines were not reliable. At that time, there were no humanitarian logisticians, so ports and airports became blocked because of aid packages that had been sent from all over the world.

Now things have changed. The organisation employs more than 36,000 people around the world. These people support the medical professionals and include logisticians, heads of fundraising, coordinators, managers and accountants. There are also many thousands of volunteers.

All operation bases need a manager and other staff to raise funds and plan how to deliver aid where it is needed. The manager has to resolve problems, as well as decide on and implement fund-raising strategies. He or she must also ensure that projects don't go over budget.

NGO accountants assist the manager with the financial side of the operation. They have to work out the budget, make sure that staff are paid, pay bills and train local staff to control their own budgets. The manager and coordinator train volunteers to do their jobs. The coordinator develops and implements training programmes and is responsible for making travel arrangements and arranging meetings.

The organisation is continuing its work, helping sick and distressed people wherever help is needed.

1 Read the article and decide if the statements are *true* (T) or *false* (F).

- 1 MSF started in 1972. _____
- 2 The organisation was started by thirteen doctors and journalists. _____
- 3 It first helped refugees in 1974. _____
- 4 In MSF's first few years there were logistical problems. _____
- 5 MSF only employs medical personnel. _____
- 6 The manager can give permission for a project to exceed its budget. _____
- 7 The accountant is solely responsible for making sure all staff receive training. _____

2 Read the article again and choose the correct option.

- 1 In which year did MSF start delivering aid?
 a 1971 b 1972 c 1974 d 1975
- 2 Where did MSF not work?
 a Honduras b Cambodia c Nicaragua d Managua
- 3 Which job title was notably absent during the first refugee crisis?
 a manager b coordinator c accountant d logistician
- 4 Whose responsibility is it to train local volunteers?
 a manager and accountant c coordinator
 b manager and coordinator d manager
- 5 Who is responsible for staff training programmes?
 a manager and coordinator c accountant
 b accountant and manager d coordinator
- 6 Whose job is it to buy flight tickets?
 a manager b coordinator c accountant d logistician

3 What is the purpose of the article?

- a To inform b To entertain c To persuade

Functional language

Greetings, introductions and goodbyes

1 Match a question or expression (1-7) with a response (a-g).

- | | |
|------------------------------------|---|
| 1 Hello. I'm Nathan Roberts. | a A bit of a delay on the trains today. |
| 2 How's it going? | b A bit. I met him in Paris a few months ago. |
| 3 Can I get you anything to drink? | c Not bad, not bad. How about you? |
| 4 Everything's fine. Good trip? | d Hi, Nathan. Nice to finally meet you in person. |
| 5 So, first time in Shanghai? | e Great! Can't wait! |
| 6 Let's meet the others. | f A coffee, please. |
| 7 Do you know James? | g No, I was here last year. |

Asking and answering questions in first meetings

2 Complete the conversation with the questions in the box. There are two extra sentences.

do you report to Charu Patel when did you join the company can I take your coat
 did you have a good trip do you work with Beena can I get you something to drink
 where are you based can I order you a taxi are you free for dinner this evening
 is it your first time in the Mexico office

A: Hello, nice to meet you.

B: You too.

A: ¹ _____?

B: That would be great, thanks.

A: Please, sit down. ² _____?

B: A glass of water, please.

A: So, ³ _____?

B: No, I was here two years ago, actually.

A: Really? ⁴ _____?

B: About six years ago.

A: ⁵ _____?

B: In Delhi at the moment, but I was in Dubai for a long time.

A: In Delhi? ⁶ _____?

B: Yes, I do. Do you know her?

A: Yes, we worked together on a project in Frankfurt.

So, ⁷ _____?

B: No, David Cope in Dubai is still my manager.

A: OK. ⁸ _____?

B: Not today. Are you free tomorrow?

Writing Emails – Organising information

1 Complete the letter with the words in the box.

questions further hesitate Madam after sincerely inform

Dear Sir / ¹ _____,

I am writing to ² _____ you of where we are in the process of selling your house. ³ _____ to our conversation, I confirm that the contract for the sale of your house has been sent to the buyers. We expect the signed contract to be returned by the end of the week.

⁴ _____ that, you will need to vacate the property and hand over the keys by Saturday 28th. Please do not ⁵ _____ to contact me if you have any ⁶ _____ regarding the sale.

Yours ⁷ _____,

Daniel Marston

2 Amalia is writing to her manager, Eleni, to ask questions about a conference. Put the paragraphs in the correct order.

To: Eleni Papageorgiou

From: Amalia Esposito

Subject: Digital Marketing conference

Hi Eleni,

1 ____ (A) Next, are we going by train or are we car-sharing, please?

2 ____ (B) First of all, could you let me know how many of my colleagues are going to the conference?

3 ____ (C) I hope everything goes well, and that there will be information that we can apply to our own operation.

4 ____ (D) Sorry to bother you, but I have a few questions about the upcoming conference on Digital Marketing.

5 ____ (E) Finally, can you tell me which workshops you would like me to prioritise, as there are several scheduled for the same time.

Best wishes,

Amalia

3 Write a reply of about 80 words to the email in Exercise 2.

- Begin and end appropriately.
- Say why you are writing.
- Order the information (in the order of the questions).
- Use the Present Simple and Present Continuous where possible.

Vocabulary Marketing and brands

1 Choose the correct option in *italics*.

- 1 Market research suggests that we need to change our *image / growth / base* to appeal to younger customers.
- 2 Although we have built up an excellent *history / base / market* of clients, we still need to attract new accounts.
- 3 Our fast *history / growth / placement* means that we have a high profile in the industry.
- 4 The interactive marketing campaign has been successful as customer *engagement / awareness / image* has increased dramatically.
- 5 Rather than take a cautious *business / image / approach*, we need to be bold and innovative.
- 6 The bank has refused our request for a further overdraft because of our bad repayment *image / history / base*.
- 7 Brand stretching would help us *develop / venture / approach* into new markets.
- 8 Older consumers tend to be *loyal / interactive / careful* to brands, whereas younger ones are more likely to switch.

2 Complete the words. Use the definitions to help you.

- 1 b _____ s _____ when a company starts to use an existing brand name on another different type of product, hoping that people will buy it because they recognise the name
- 2 c _____ b _____ the part of the company that makes the most money and that is considered to be its most important and central one
- 3 d _____ to make something appear less important or desirable
- 4 p _____ p _____ a form of advertising in which a company arranges for its goods to appear in a television programme or film
- 5 l _____ the quality of remaining faithful to a person, product, company, etc.
- 6 u _____ - _____ highly expensive and exclusive
- 7 i _____ m _____ a strategy that uses two-way communication channels to allow consumers to connect with a company directly

3 Complete the sentences using the words and phrases from Exercise 2.

- 1 One of the most famous examples of _____ are the Aston Martin cars in the James Bond films.
- 2 Bulgari's move from jewellery into the hotel business is an interesting case of _____.
- 3 A successful example of _____ is Amazon's 'suggested reading' for customers which is based on the books they have bought in the past.
- 4 Nike's _____ is making sports shoes.
- 5 Good copies of Gucci bags can _____ the original product.
- 6 Department stores encourage customer _____ by offering discount store cards.
- 7 Cartier and Hermès are examples of _____ brands.

Grammar Connectors

1 Choose the correct option.

- 1 *For instance / First of all*, I want to welcome everyone to the opening of our new store.
- 2 We've had a few setbacks *and / but* now we're on track to complete the project on schedule.
- 3 There are several decisions to make concerning the way forward. *However / For example*, should we buy new software or update what we have?
- 4 The new product lines from Bulgari are elegant *but / and* ultra-stylish.
- 5 *In addition / Although* Chinese products were once regarded as cheap and even dangerous, they have changed dramatically over the years.
- 6 We should look into the possibility of expanding our operations *as well as / to start with* finding more markets in Asia.
- 7 *For instance / In addition* to stocking luxury brands, we also have a huge range of affordable products.
- 8 I want to congratulate you all on our success so far, *however / also*, we have a long way to go. Keep up the good work!

2 Match 1-8 with a-h to complete the sentences.

- | | |
|--|---|
| 1 We need to stop fake luxury goods being sold on the streets, | a however, we did not quite meet our sales target. |
| 2 Our sales figures were better last year, | b but it is difficult to know how to do this. |
| 3 We mustn't forget to market the non-luxury items | c and then we can make some decisions. |
| 4 We need to attract new customers | d while keeping our existing ones. |
| 5 We did not achieve our sales target this quarter, | e although we've all worked very hard. |
| 6 Let's consider our options to start with | f in addition to my earlier remarks, that you have worked well as a team. |
| 7 Our profit margins are good, | g when we were using traditional forms of advertising. |
| 8 I'd just like to say, | h as well as our designer brands. |

3 Choose the correct option.

- | | |
|--|--|
| 1 Our sales figures are good, | a but we can't relax yet. |
| | b although, we can now take it easy. |
| 2 Our luxury brands are selling well, | a although the cheaper ranges aren't. |
| | b for example, the cheaper ranges aren't. |
| 3 We need to improve our image, | a although we need to explore new markets. |
| | b also we need to expand our market. |
| 4 We need more funding for this project, | a for instance, we can continue. |
| | b then we can move on. |
| 5 Right, let's begin. | a For instance, can we have some suggestions. |
| | b First of all, I'd like some suggestions. |
| 6 We now have the results of our survey. | a Recently, they were as predicted. |
| | b Although, unfortunately they were as we predicted. |
| 7 Our upcoming conference should be well-attended, | a but we still need to advertise it online. |
| | b for example, we need to advertise it online. |
| 8 Our Bulgari range is selling very well. | a Such as are our cheaper ranges. |
| | b In addition, so are our cheaper products. |