

Intelligent Business

Coursebook

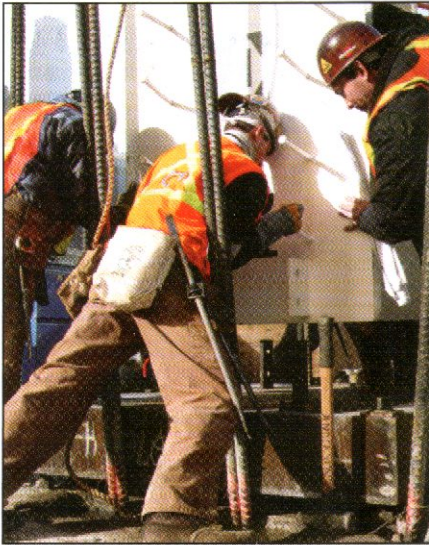
Elementary
Business English



www.longman.com

| Irene Barrall | Nikolas Barrall |

The
Economist



Teams

Teams with bright ideas

Many companies want their employees and managers to be good at teamwork. Modern technology helps team members to communicate even when they are in different countries. Some managers encourage teams to meet in unusual places to help them to be creative. **Page 17.**



Money

The business of giving

Why do many rich and famous people give money to charity? The world now has 691 billionaires, and many of them give money to try to make the world a better place. But what lessons can the world of charity learn from the world of business? **Page 51.**

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- 23 **Unit 3 Companies**
Look east

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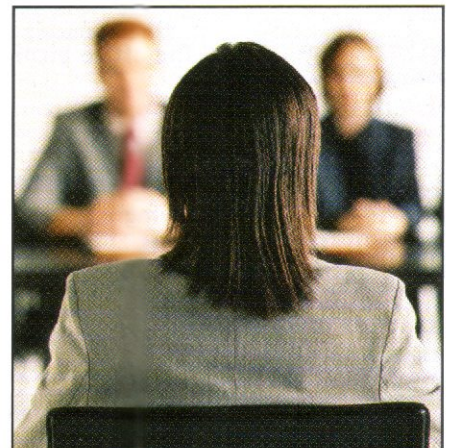
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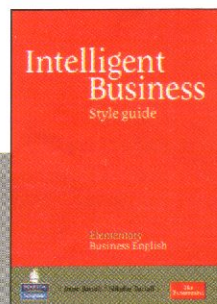
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Careers

The world of work

What changes have happened in the workplace in the last ten years? In the past, many people expected to work for a company until they retired. Today most people move from job to job. Training is important because it can help employees to get a promotion or find a better job. **Page 105.**



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

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Glossary test

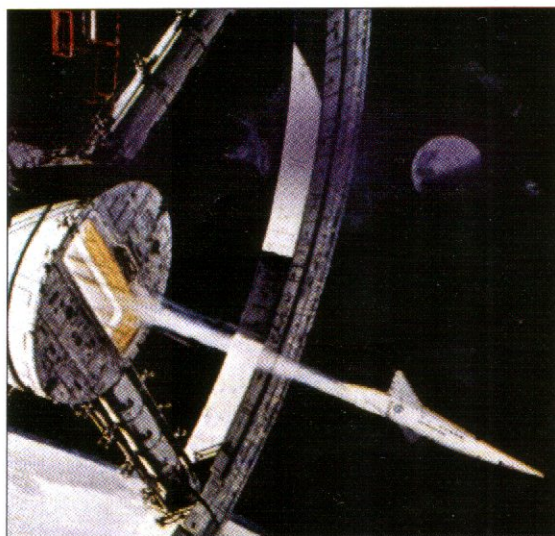
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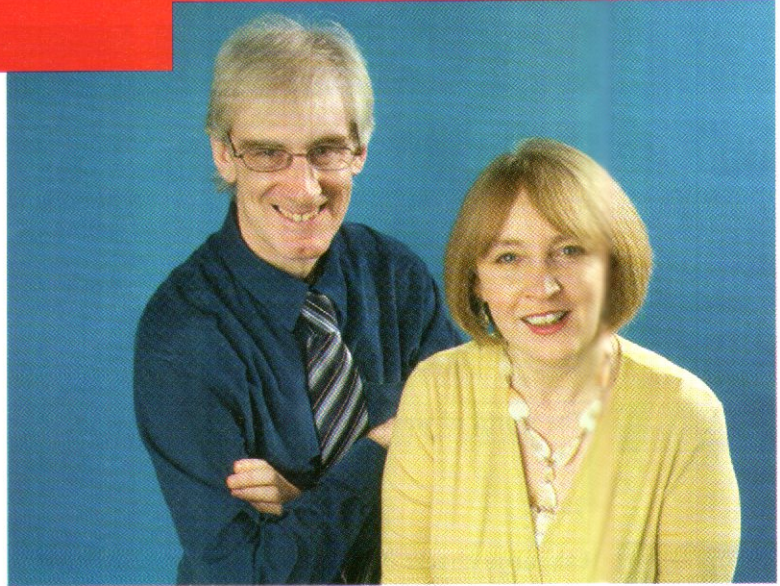
Trends

The phone of the future

Can you imagine what phones will look like in fifteen years' time? In some countries, people can already use their mobile phone as a credit card to buy things in shops. But in the future, mobiles could also be used as house keys, passports or video recorders. And they will be smaller – some companies are planning to make phones built into glasses. But one expert thinks that in the future we will use our thoughts to communicate with each other and we won't need phones at all! **Page 131.**

From the authors

We have taught English in Europe and Asia for many years, so we understand that in many organisations it is becoming more and more necessary to speak English in business situations. In today's international workplace, it is necessary to contact colleagues, clients and suppliers in different countries, and the language used for this communication is often English. In addition, a person's level of English can also be an important factor in getting a promotion or succeeding in job interviews. That is why we are very pleased to have had the opportunity to write *Intelligent Business* in partnership with *The Economist*. *The Economist* magazine is a unique resource of insights into news and business throughout the world. Its articles and information help the reader to remain up-to-date in the rapidly changing world of modern business.



Key business concepts

For the elementary Coursebook, we have included topics that cover general business areas such as making contacts, talking about your company, ordering goods and describing products. In addition, we have chosen topics which reflect the modern working environment such as corporate events, projects and working in teams. Other topics that are relevant to all areas of life are considered, for example, travel, money and finding solutions to problems. The articles in each unit have been carefully chosen not only for their level of interest, but also because they deal with different aspects of the modern business world. We aim to provide students with a thought-provoking and accessible overview of business today, and to give them the opportunity to see how essential functional language is used in a variety of business situations.

Language development

Each unit has a central theme. Exercises and practical activities are developed around this to practise key grammar, vocabulary and functional language. The *Career skills* pages develop language for communication, and also present students with useful practice of situations that they can then use in the workplace. Some units have a *Working English* box which introduces or expands a useful language or vocabulary point and explains the business context that it can be used in. At the end of each unit is a *Dilemma* – a problem-solving activity which

consolidates what has been learned in the unit. Each unit builds on the language of previous lessons and recycles grammar and vocabulary in a natural and supportive way, which helps students to build on their language skills and gain confidence.

The *Intelligent Business* elementary Coursebook is accompanied by a separate Workbook that provides comprehensive self-study language practice and includes a BULATS-based practice test. There is also the *Intelligent Business* elementary Skills Book: a task-based intensive course that practises language from the *Intelligent Business* syllabus through authentic business tasks. All of the components are covered by a single Teacher's Book which includes lesson guides, supplementary activities and photocopyable material. 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 language level or business experience. We hope that you will also find that it is both enjoyable and useful.

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

Irene Barrall
Nikolas Barrall

Unit 1 Contacts

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Working in a foreign country

PAGE 9

to be; a/an

PAGE 11; 12

Career skills: Introducing yourself

PAGE 13

Dilemma: Who to interview?

PAGE 14

The global business world



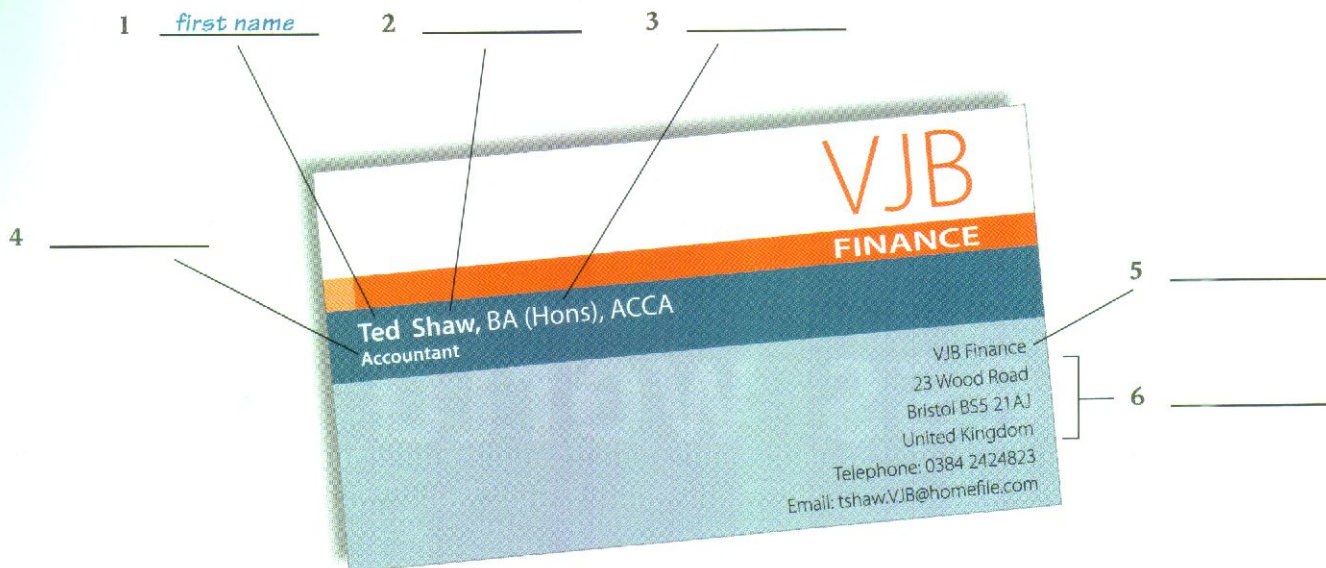
Keynotes

In modern business, company employees often have **business contacts** in different countries. When we meet someone for the first time, we **greet** the person. We **introduce** ourselves by saying our **first name** and **surname**. Sometimes we give the person a **business card** with details about our **job title** and company.

Preview

1 What information is on most business cards? Label the business card with the words in the box.

qualifications address first name surname
company name job title



2 Read about business cards in different countries. Complete the information with the countries in the box.

Switzerland Mexico China ~~the UK~~

- 1 People often exchange business cards at the end of a meeting in the UK.
- 2 It is a good idea to print business cards in Spanish and English in _____.
- 3 Titles (for example, Dr, MBA, PhD) are important in _____. Write professional titles and qualifications on your business card.
- 4 Businesspeople give and receive business cards with both hands in _____. Read the card immediately and then give your card to your business contact.

Speaking

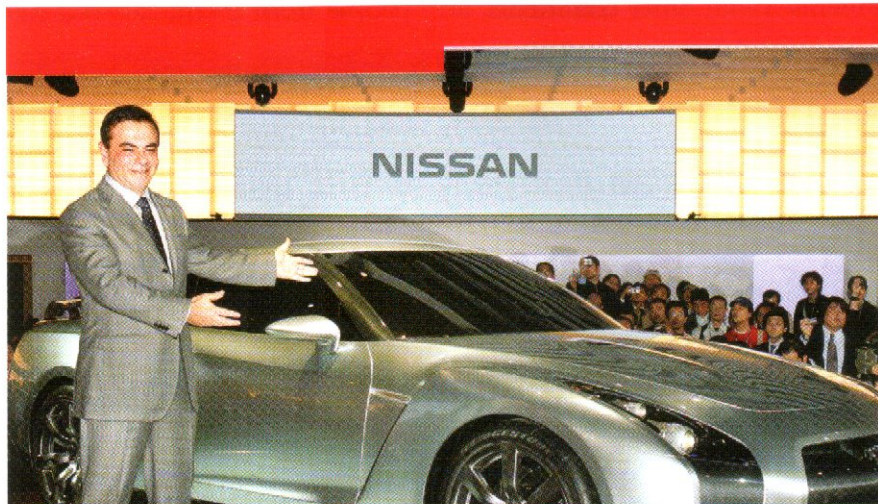
How do people greet business contacts in your country? How do people greet business contacts in other countries around the world?

Reading **1** Read the article and find the following.

- 1 Carlos Ghosn's nationality Brazilian
- 2 two companies that he works for _____
- 3 a city in Asia _____
- 4 three European cities _____
- 5 a country in Asia _____

2 Read the article again. Are these statements true or false?

- 1 Carlos Ghosn is the head of BMW. *false*
- 2 He travels between Asia, Europe and the USA.
- 3 Some workers travel to different countries to work on projects.
- 4 Indian software engineers work on projects in the UK.
- 5 It's difficult to travel between European cities.
- 6 It's interesting to meet people from different countries.
- 7 Contacts in different countries are good for business.
- 8 It isn't difficult to know what country to pay tax in.



Business and travel

Working in a foreign country

There is a new type of worker in today's global business

Today, more and more people travel in their job. Carlos Ghosn is a Brazilian businessman and he travels to different countries for his work. He is the head of the French car company Renault, and he spends 40 per cent of his time in Paris. He is also the head of Nissan, and he spends 35 per cent of his

time in Asia, in Tokyo. He spends 25 per cent of his time in other countries, such as the USA.

² Some employees travel to different countries to work on projects. They are in a country until a project ends and then they return home. For example, many IT engineers live in India but work

Glossary

head (n) the person who manages a company

employee (n) a person who works for a company

IT (n) Information Technology

commute (v) travel to and from work

tax (n) the money that a company and employees pay to the government

on projects in the UK and the USA. Other people live in a country but go to work every day in a different country. In Europe, workers regularly commute between Brussels, London and Paris. Plane tickets are not expensive and travel between the cities is easy with a European passport.

³ But is the increase in business travel a good thing? It is interesting for employees to meet different nationalities. It is also good for business to have contacts in different countries around the world. But there are also problems. Some employees spend a lot of time away from their home country and it is not easy for governments to decide exactly where workers should pay tax. ■













The Economist

Speaking

Do you like the idea of working in different countries as part of your job? What countries do you think are interesting to work in?

Vocabulary 1 Countries and nationalities

1 Complete the table with a country or nationality. 1–5 are from the article on page 9. Use a dictionary to help you with 6–12.

Country	nationality	Country	nationality
 1 <i>France</i>	French	 Germany	7
 Brazil	2	 8	Chinese
 3	American	 9	Polish
 * 4	British	 Japan	10
 5	Indian	 11	Russian
 Spain	6	 Kuwait	12

* There are four countries in the UK: England, Scotland, Wales and Northern Ireland.

2 Look at the article again and complete the information about continents. What other continents, and people from them, can you name?

Continent	A person from this continent
1 Europe	
2	Asian

Working English

We can talk about nationality in different ways.

I'm from Britain.

I'm British.

It's a British company.

I'm from Asia.

I'm Asian.

It's an Asian company.

3 Choose the correct word in *italics*.

- We're *Britain* / *British* but we live in *China* / *Chinese*.
- There are a lot of *USA* / *American* workers in Hong Kong.
- I'm from *Poland* / *Polish* and I live in Warsaw.
- Three of our employees are in *Spain* / *Spanish* on a project.
- The head of the company is *Russia* / *Russian*.
- Is this your first visit to *Kuwait* / *Kuwaiti*?

Speaking

1 Talk about the nationalities of these companies. Talk about other companies that you know.

Shanghai Tang Michelin General Motors Aeroflot Marks & Spencer
Banco de Bilbao Sanyo

Shanghai Tang is a Chinese company.

2 Work with a partner. Take turns to ask and answer questions about you and your company or college. Change partners and practise again.

Where are you from? I'm from Germany.

Where is your university? It's in Japan.

Language check 1 **to be**

Study the examples from the article on page 9 and complete the sentences in the table.

- a Plane tickets **are not** expensive.
- b He **is** the head of Renault.
- c It **is not** easy to decide exactly where workers should pay tax.
- d **Is** the increase in business travel a good thing?
- e They **are** in a country until a project ends.

to be

Positive	Negative	Question	Short answer
I am (I'm)	I am not (I'm not)	Am I?	Yes, I am. / No, I'm not.
You are (You're)	You are not (aren't)	Are you?	Yes, you are. / No, you aren't.
He/She/It ¹ _____ (He's/She's/It's)	He/She/It ³ _____ (isn't)	⁵ _____ he/she/it?	Yes, he/she/it is. / No, he/she/it isn't.
We are (We're)	We ⁴ _____ (aren't)	Are we?	Yes, we are. / No, we aren't.
They ² _____ (They're)	They are not (aren't)	Are they?	Yes, they are. / No, they aren't.

 For more information, see page 158.

Practice Complete the sentences with the correct form of **to be**.

- 1 Are you a student?
- 2 Ali _____ a student. He's an accountant.
- 3 Leo and Elena _____ from Russia.
- 4 I _____ Chinese.
- 5 _____ Mr Amery the head of the company?
- 6 We _____ from the USA. We're British.
- 7 Dominique _____ an engineer.
- 8 _____ SMGP an Indian bank?

Listening 1 

1 John Devlin and Rob Shaw meet at a conference. Complete the conversation with the correct form of **to be**. Use contractions where possible.

John: ¹ Are you Rob Shaw?

Rob: Yes, I ² _____ .

John: Hi. I ³ _____ John Devlin. I'm with Karlsco.

Rob: Hi, John. ⁴ _____ Karlsco an American company?

John: No, it ⁵ _____ a German company. You ⁶ _____ with Retcorp, aren't you?

Rob: Yes, I ⁷ _____ . ⁸ _____ you an engineer?

John: No, I ⁹ _____ . I ¹⁰ _____ a sales manager.

2 Listen and check. Practise the conversation with a partner.



Career skills

Introducing yourself

When we meet business contacts for the first time, we usually give information about ourselves, for example, name, nationality, job title and company. We may also need to ask people for information about themselves. Look at the following examples. Match the questions 1-4 with the responses a-d.

- | | |
|------------------------------|--------------------------------------|
| ✓ 1 What's your name? | a I'm [an IT manager]. |
| ✓ 2 Where are you from? | b I'm [Tom Allen]. |
| 3 What do you do? | c I'm [from the UK] / I'm [British]. |
| 4 What company are you with? | d I'm [with Alcoa]. |

Listening 3

1 Listen to a conversation between Jan and a receptionist. Tick (✓) the questions 1-4 above that the receptionist asks.

2 Listen again and complete the form.

Name: Jan ¹K _____

Nationality: ² _____

Company name: ³ _____ Industries

3 Complete the phrases 1-3. Match them with the functions a-c.

- | | |
|---------------------------------|------------------------------|
| 1 Can you s _____ that, please? | a check how to write a word |
| 2 S _____ ? | b say information is correct |
| 3 T _____ right. | c ask someone to repeat |

Listening 4

1 Listen to the conversation. Is this Jan's first or second meeting with Ben?

2 Listen again and complete the conversation.

- Jan: Hi. ¹ _____ Jan Kowalik.
- Ben: Hello. ² _____ to meet you, Jan. I'm Ben West.
- Jan: What ³ _____ are you with, Ben?
- Ben: I'm with Nerada Electronics. ⁴ _____ ?
- Jan: I'm ⁵ _____ Bax Industries.
- Ben: Ah. What do you do?
- Jan: I'm an IT ⁶ _____ . And you?
- Ben: I'm a finance ⁷ _____ .
- Jan: Is Nerada a ⁸ _____ company?
- Ben: No, it isn't. It's ⁹ _____ .

Speaking

Work with a partner. Use the information on the business cards to introduce yourself to your partner and ask questions. Student A turn to page 147. Student B turn to page 149.

Dilemma & Decision

Dilemma: Who to interview?

Brief

You work for *Business Focus*, an international magazine. The magazine has an interview with a different businessperson every month. There are two possible businesspeople to interview for this month's issue. Your job is to choose the best person.

Task 1

Work in two groups. Group A turn to page 137. Group B turn to page 141.

Task 2

Work in small groups (some from Group A, some from Group B). Ask and answer questions to complete the information about the businesspeople.

Task 3

Look at the information about interviews in the last three issues of *Business Focus*. Which businessperson from Task 1 is the best person to interview for this month's issue?

Useful phrases

I think ... is the best person to interview.
Issues 1, 2 and 3 have interviews with ...
I like Amita / Philip because ...
Amita / Philip is interesting because ...

Issue 1

Interview with:
Bernhard Schmidt
Nationality: German
Job: sales manager
Company:
Gerdan
(a German company)

Issue 2

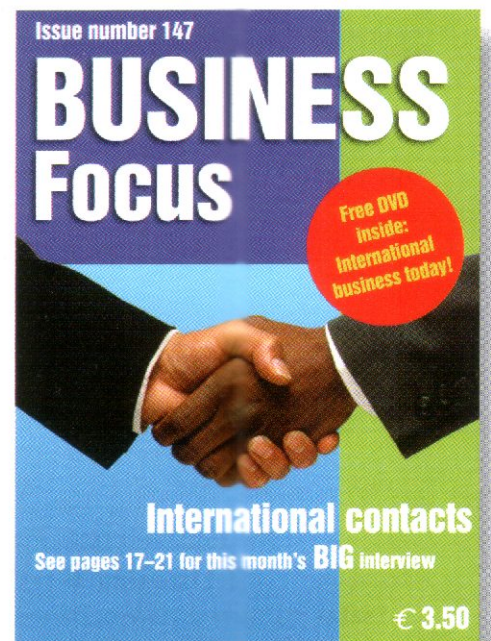
Interview with:
Miles West
Nationality: American
Job: CEO
Company:
Artemis
(a British company)

Issue 3

Interview with:
George Blanc
Nationality: French
Job: accountant
Company:
ERT Media
(an American company)

Decision:

- ⊙ Listen to Frank Black talking about the person he chooses to interview. Do you agree with his decision?



Write it up

Send an email to Frank Black, the editor of *Business Focus* magazine. Say who you want to interview and give some information about the person's job and company.

Hi Frank

I think the best person to interview is ...

He/She is ...

Unit 2 Teams

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Teams with bright ideas

PAGE 17

Present simple affirmative;
frequency adverbs

PAGE 20

Career skills: Introducing others

PAGE 21

Dilemma: A new team member

PAGE 22

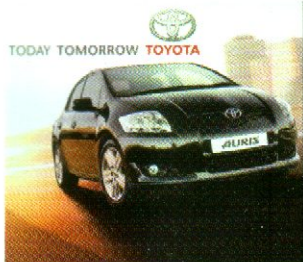
Working together

Keynotes

A **team** is a **group** of people in, for example, business or sport, or at college or work, who work **together** and have a similar aim. A **team leader** usually organises the team members and listens to their **opinions**. It is difficult for **teamwork** to be effective without good **communication**.



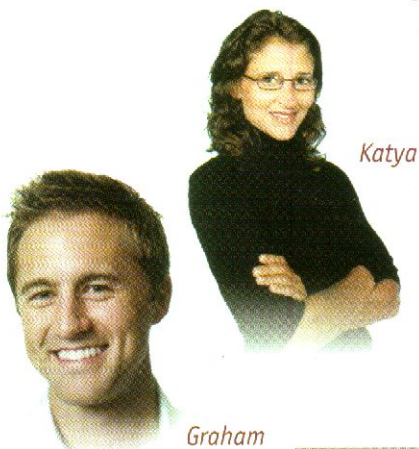
Preview **1** Look at the information about teams at Toyota. Do you agree with the ideas?



The Toyota way

Toyota believes that teamwork is very important. A good team member helps and respects other team members. It is good for team members to discuss different opinions, and to do this in a polite way.

Listening 1



Katya

Graham

2 What other things does a good team member do?

Listen to Katya and Graham talking about working in a team. Choose the correct option a or b to complete the sentences.

- 1 I like a small teams **b** big teams.
- 2 It is important for a team to **a** have team meetings **b** have a plan.
- 3 It's a good idea to meet **a** every week **b** every month.
- 4 International teams are **a** difficult **b** interesting.
- 5 Team members often have **a** the same ideas **b** different ideas.
- 6 It's important to give **a** advice **b** your opinion.
- 7 I like **a** informal teams **b** formal teams.
- 8 A good way to communicate is **a** by telephone **b** by email.

Speaking

1 Look again at the statements 1–8 in Listening 1. Make sentences that you agree with.

I think it's important for teams to have a plan.

2 Compare your ideas with a partner. Try to give reasons for some of your ideas.

I like small teams because it is easy to talk to people.

A good way to communicate is by email because it's fast.

3 Talk about teams that you know (at college or work, or in sport).

Reading

1 Read the article on the opposite page. Which of these sentences summarises the ideas in the article?

- a All managers are good at teamwork.
- b Modern teams are always formal.
- c There is more than one kind of team.

2 Write the number of the paragraph 1–4 that gives information about the following.

- | | |
|---|----------------|
| interesting places for teams to meet | paragraph ____ |
| groups of colleagues | paragraph ____ |
| modern technology | paragraph ____ |
| people who need to be good team members | paragraph ____ |