



Intelligent Business

Coursebook

Pre-Intermediate
Business English



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| Christine Johnson |

The
Economist



Intelligent Business

Coursebook

Pre-Intermediate
Business English

*Tanıtım nüshasıdır.
Parayla Satılmaz.*

| Christine Johnson |

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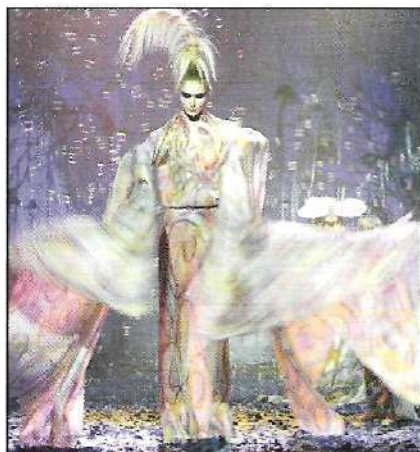
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Image

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.**



Job-seeking

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.**

Bookmap

- 7 **Unit 1 Activities**
Playing the game
- 15 **Unit 2 Data**
No privacy
- 23 **Unit 3 Etiquette**
Bad manners at work

Review 1

- 33 **Unit 4 Image**
Creating a buzz
- 41 **Unit 5 Success**
Passion into profit
- 49 **Unit 6 Future**
Going up?

Review 2

- 59 **Unit 7 Location**
Field of dreams
- 67 **Unit 8 Job-seeking**
A monster success
- 75 **Unit 9 Selling**
Hard to reach

Review 3

- 85 **Unit 10 Price**
Pushing down prices
- 93 **Unit 11 Insurance**
Honesty is the best policy
- 101 **Unit 12 Service**
A complaint is a gift

Review 4

- 111 **Unit 13 Productivity**
Fighting back
- 119 **Unit 14 Creativity**
How to be a brilliant thinker
- 127 **Unit 15 Motivation**
Having fun at work

Review 5

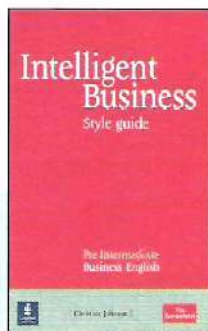
- 137 **Pairwork**
- 147 **Glossary**
- 155 **Glossary test**
- 157 **Grammar reference**
- 162 **Audioscripts**



Service

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.**



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

8

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

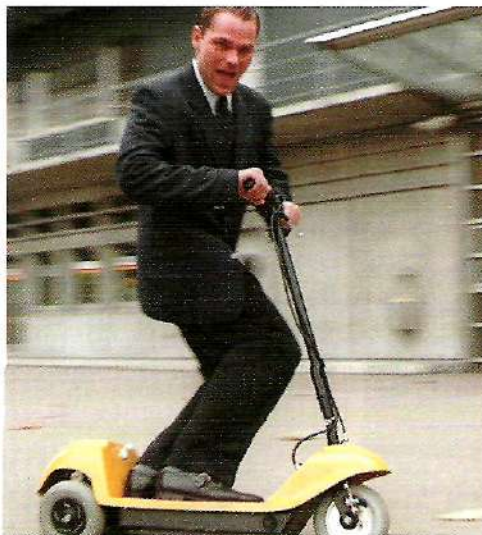
■ 155

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

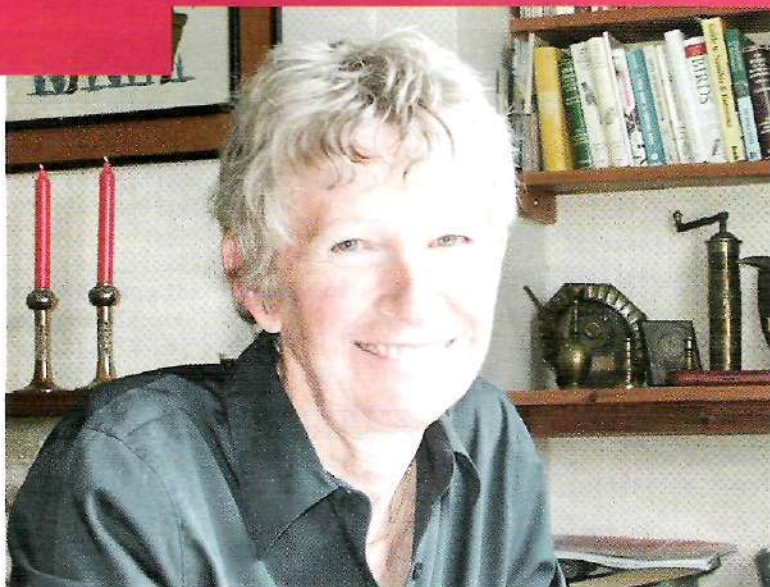
I have taught English in companies around Europe for many years, so I know how important it is to learn the language of business. As the workplace is becoming more and more international, it is increasingly important for people to learn business English if they want to succeed. But in addition to the 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

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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

Keynotes

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.



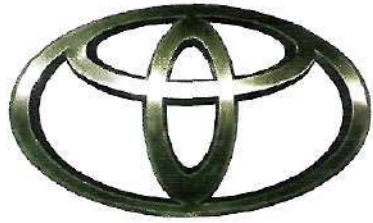
What do these companies do? Talk about each company's activities using words from A and B below.

Microsoft designs and sells IT software.

SONY



Microsoft®



TOYOTA

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

GE 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?

Reading 2

1 Read the article about a company called Frognation. Underline Frognation's activities and put a circle round the things that Lynn Robson does in her work.

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

- 1 Frognation works on video games that sell in the UK.
- 2 Lynn works mainly in Tokyo.
- 3 Frognation does all the production work to prepare the games for the market.
- 4 Lynn knows a lot about Japanese culture.
- 5 The video game industry is growing rapidly.
- 6 Not many women work in the video game industry.

Move over game boys



Lynn Robson is a co-founder of Frognation. The company creates soundtracks and designs and translates Japanese video games for the UK market. With her partners in Tokyo and her international team of designers and developers, Lynn creates the video games that thousands are playing today.

Lynn runs the UK office of Frognation, while her two business partners run the Tokyo office. Her Japanese computer system, and, of course, email make it possible to work across borders and time zones.

Frognation represents producers with great game ideas and helps them to sell

their ideas to Sony or Nintendo in Tokyo. Once the games go into development, Lynn and her team provide advice on everything from the music soundtrack and graphics to the game programming and characters. The result is a new kind of video game, created by artists, which provides exciting game play.

Cultural understanding is important. When she is in meetings in Japan, Lynn gives advice on what will work in both countries. In the West, Lynn becomes the Japan expert, giving clients information about Japanese culture. When her Japanese partners come to meetings in the UK, Lynn helps them to present their ideas in the best way, and tries to avoid any cultural misunderstandings.

Video game sales are sky-rocketing at the moment. There are thousands of opportunities to build careers in the video game industry, but women don't often consider gaming as a career.

Today most video games are created by men, and for men. So it is no surprise that almost all video games are either sports games or shoot-em-ups.

With more women like Lynn joining the video game industry, however, things could change.

Glossary

soundtrack music or other sounds on a video, film, etc.

graphics pictures or images designed for a video game, computer program, etc.

programming writing a computer program

characters the people in a video game, film, etc.

sky-rocketing going up very fast

shoot-em-ups violent games where people shoot and kill each other

Speaking

1 What do you think are the good things about Lynn Robson's job? What are the bad things?

2 What do you think of video games? Do video games usually appeal more to men and boys than to women and girls? Why?

Match the words 1-5 with the meanings a-e.

- | | |
|--------------------|---|
| 1 founder | a to start a company or organisation |
| 2 set up | b one of a number of people who own a business together |
| 3 team | c to be responsible for |
| 4 partner | d a group of people who work together to do a job |
| 5 run (a business) | e someone who starts a company or organisation |

Vocabulary 2

Word building

1 Jobs

What do you call someone who works in each of the following areas?

a technical job - *technician*

- 1 accounts
- 2 art
- 3 banking
- 4 economics
- 5 engineering
- 6 music

2 Job titles

Complete the job titles in the sentences. Use a dictionary if necessary.

A financial analyst is someone who **analyses** the financial markets.

- 1 A financial _____ is someone who gives **advice** about financial services.
- 2 A sales _____ is someone who **represents** their company and sells their products.
- 3 An _____ manager is someone who **assists** the manager.
- 4 A _____ offers **consultancy** services to **management**.
- 5 A _____ is someone who **develops** software.
- 6 A _____ is someone who **produces** films.

Present simple and continuous

1 Match the examples with the rules below.

- Lynn **runs** the office of Frognation.
- Video game sales **are sky-rocketing** at the moment.
- Lynn frequently **travels** to Japan for meetings.
- Lynn **is working** at home this week.

Use the present simple to describe:

- regular or routine activities
- permanent or long-term situations

Use the present continuous to describe:

- something happening now
- a temporary situation

2 Choose the correct alternatives in *italics*.

- We usually use the present *simple / continuous* with these expressions:
normally every day often sometimes frequently
- We usually use the present *simple / continuous* with these expressions:
at the moment now this week currently



For more information, see page 157.

Practice

1 Choose the correct verb forms in *italics* to complete the text.

We're all accountants and we ¹*work / are working* for a telecommunications company in the finance department. We ²*sit / are sitting* at our PCs in the office every day and ³*check / are checking* the invoices and payments. But this week is different: we ⁴*attend / are attending* a training course. The company ⁵*currently changes / is currently changing* to a new accounting system, and this week, we ⁶*learn / are learning* all about it. So at the moment, we ⁷*stay / are staying* at a big hotel in the mountains. It's wonderful! When we're at home, we usually ⁸*spend / are spending* the evenings cooking and cleaning for our families. But here, there's an excellent restaurant and we can relax and have a laugh together.

2 Complete the text with the correct forms of the verbs in brackets.

My working day (¹start) _____ with a long journey to the office – usually over an hour on a crowded train. The first event of a typical day is the regular morning meeting. Our managers (²give) _____ updates on the department's progress. After that, it's a long, hard day of work. You can see me at work in this photo – I (³give) _____ a presentation to my colleagues. I often (⁴stay) _____ in the office until 9 or 10pm. But this is the old way. Now, things (⁵begin) _____ to change. Young people (⁶refuse) _____ to work long hours. They (⁷demand) _____ more leisure time and freedom.

Speaking

Describe your daily or weekly routine activities to a partner. Describe any special projects you are working on at the moment, or any special events in your personal life.



1 Anna Davidson, a training manager and expert in business communication, talks about *virtual teams*: international teams which communicate mainly by email. Listen to the first part. What are the advantages and disadvantages of using email to communicate with colleagues in other countries?

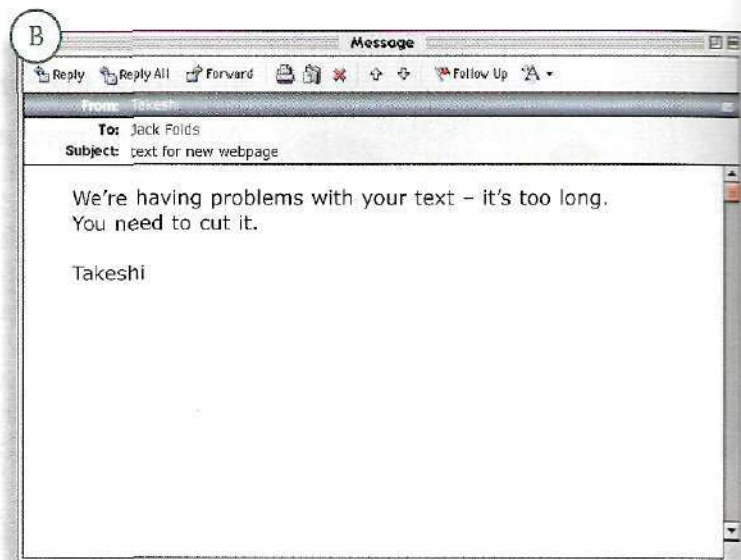
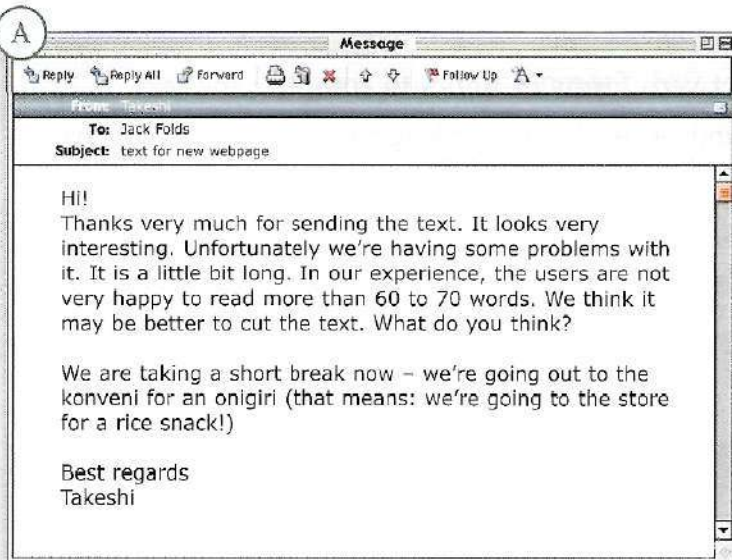
2 Which of the following are most important when writing to a colleague in another country? Discuss your ideas with a partner.

- Tell your colleagues about yourself.
- Only write about work.
- Keep your message very short.
- If there is a problem, explain it carefully.
- Use polite phrases.

3 Now listen to the second part of Anna Davidson's talk. Tick the points above which she recommends.

Reading 3

Read two examples of an email from a Japanese designer to his London colleagues about the text for a new webpage. Which one follows Anna Davidson's recommendations?



Writing

Tracey Smith, a colleague in another country, has sent you a sample page for a new website design. You want to make the following comment about it:

There's a problem with the new website design. The colours are too dark. It's difficult to read the text. Tracey needs to find new colours.

Write an email to Tracey Smith. Follow one of the examples above and make the comment more friendly and polite. Decide how to start and end the email. End the message with a little 'conversation' as Takeshi does in Example A above.

Explaining your job

When you introduce yourself, it is common to say something about your job and where you work. Look at the following phrases. Match each phrase with a question a–d.

- 1 *I'm a ... (graphics designer)*
 - 2 *I work as a ... (consultant)*
 - 3 *I work for ... (a media company)*
 - 4 *We provide ... (web design services)*
 - 5 *I'm responsible for ... (project management / managing projects)*
 - 6 *My main role is to ... (meet with clients, sell our services)*
-
- a *What kind of company do you work for?*
 - b *What does your company do?*
 - c *What do you do in your job?*
 - d *What's your job?*

Listening 2

1 Listen to four people explaining their job and job activities. Match the jobs, companies and main activities with the person.

Person	Job	Company	Main activity
Olaf	Lawyer	Paper manufacturer	manages IT systems
Rania	Accountant	Finance house	meets clients
Da The	Project Manager	Mobile phone company	deals with payments
Jaana	Systems Developer	Travel company	checks contracts

2 Listen again. What other activities does each person do?

3 Which of the above phrases does each person use? Tick the phrases you heard. Then listen again and check.

Speaking

1 Imagine you are Olaf, Rania, Da The or Jaana. Introduce yourself to your partner. Explain your job, company and job activities.

2 Work with a partner. You should each choose a different company and job for yourself. Practise asking and answering questions a–d above.

Culture at work

Greeting people

How do you greet a new contact or colleague in your country? In business, do you usually shake hands? When? Is it OK to use first names with someone you don't know? These things may be different in other cultures. Can you give any examples from your own experience?

Dilemma: Exporting to Mexico

Brief

A British company, Systemax, manufactures and sells laboratory equipment to three main regions: Europe, North America and Asia Pacific. Systemax is entering a new export market in Mexico. Sales in Mexico are small at the moment, but the company expects a big increase in the next two years and hopes to expand further into South America during the next five years. Systemax has two export managers for the main regions:

George Johnstone, North America; Linda McCade, Europe.

Now someone has to take responsibility for exports to Mexico. Is it better to give extra responsibility to George Johnstone or to Linda McCade? Or perhaps the company needs to find a third export manager?

The extra responsibility means travelling to Mexico (and in future, to countries in South America) several times a year and building good relationships with customers there. Mexico has a border with the US and, in terms of geography, could be part of the North America region. But its culture is very different from the US culture. It is in many ways more similar to the culture of Spain.

You are the Systemax directors and have to decide. Consider:

- What abilities and experience do George and Linda have?
- How much time does each have for extra responsibilities?
- Are they ready to increase the amount of travel abroad?

Task 1

Work in two groups. Look for the answers to the three questions above.

Group A: Find out more about George Johnstone. Turn to page 137.

Group B: Find out more about Linda McCade. Turn to page 140.

Task 2

Work in new groups of 4–6. Half of each group should be from Group A and half from Group B. Tell the others what information you have about George Johnstone or Linda McCade. Discuss the information and decide if it is a good idea to give extra responsibility to either George or Linda. Or you may decide to look for a third export manager.

Write it up

Write an email to either George Johnstone or Linda McCade, offering him/her the job and explaining why. Use these words in your email:

I'm writing to tell you that we would like to offer you the job of ...

We think you are the right person for this job because ...

Decision:

- Listen to Alistair Cross, a director of Systemax. Alistair explains the company's decision regarding responsibility for exports to Mexico.

Systemax

foreign sales of laboratory equipment by region

