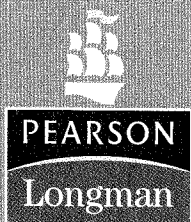


# Intelligent Business

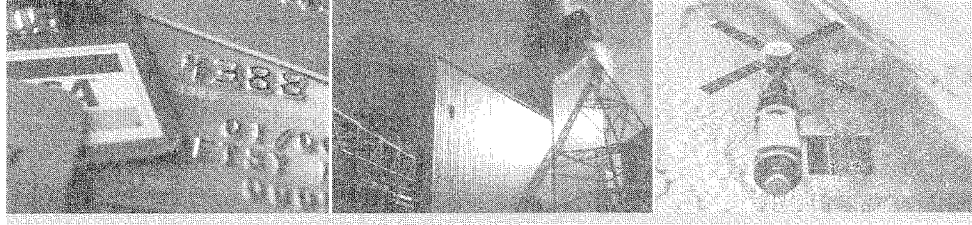
## Workbook

Pre-Intermediate  
Business English



| Irene Barrall | Nikolas Barrall |

The  
Economist



# Intelligent Business

## Workbook

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Business English

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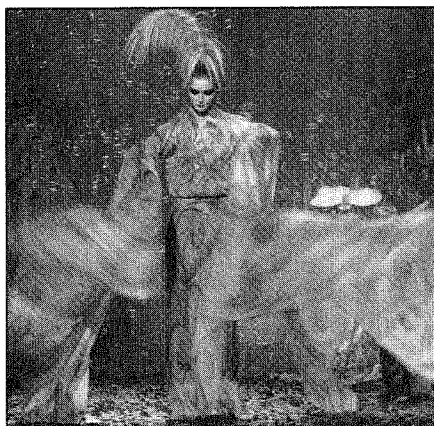
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Image

## 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 16.**



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 32.**

4	<b>1 Activities</b> <hr/>	36	<b>9 Selling</b> <hr/>
	Present simple and present continuous Explaining your job Email introducing yourself		Modals of obligation Making suggestions Note making a suggestion
8	<b>2 Data</b> <hr/>	40	<b>10 Price</b> <hr/>
	Countable and uncountable Checking information Letter requesting information		Present perfect Describing a graph Report describing a graph
12	<b>3 Etiquette</b> <hr/>	44	<b>11 Insurance</b> <hr/>
	Offers and requests Being polite Email replying to requests		Passives Expressing arguments Completing a form
16	<b>4 Image</b> <hr/>	48	<b>12 Service</b> <hr/>
	Comparatives and superlatives Describing products Memo describing products		Conditional 1 Dealing with problems Letter responding to a complaint
20	<b>5 Success</b> <hr/>	52	<b>13 Productivity</b> <hr/>
	Past simple Telling a story Email answering questions		Adjectives and adverbs Managing time Memo responding to questions
24	<b>6 Future</b> <hr/>	56	<b>14 Creativity</b> <hr/>
	Modals of possibility Making predictions Memo giving opinions		Conditional 2 Finding creative solutions Note making suggestions
28	<b>7 Location</b> <hr/>	60	<b>15 Motivation</b> <hr/>
	Future plans and intentions Making an appointment Email arranging an appointment		Present perfect and past simple Giving reasons Letter applying for a job
32	<b>8 Job-seeking</b> <hr/>	64	<b>BEC Preliminary practice test</b>
	The imperative Explaining what to do Letter offering an interview	82	<b>Audioscript</b>
		92	<b>Answer key</b>



# Unit 1

# Activities

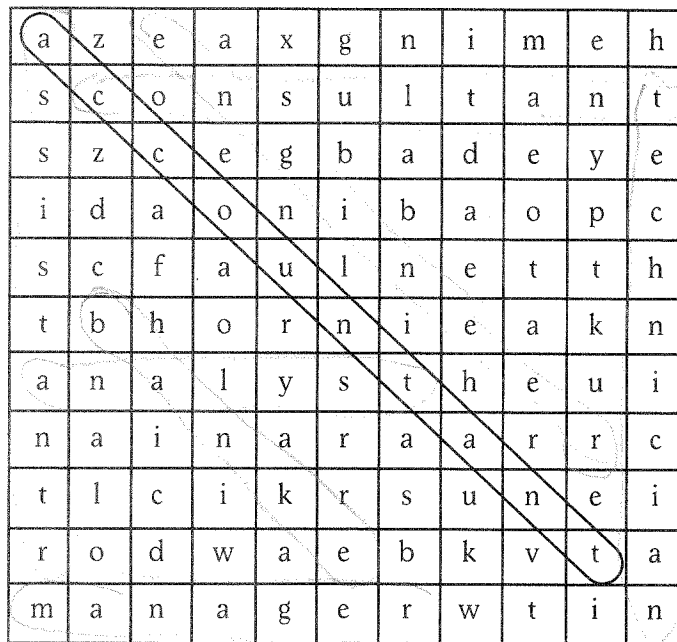


Vocabulary: **Activities**  
 Language: **Present simple and present continuous**  
 Career skills: **Explaining your job**  
 Writing: **Email introducing yourself**

Vocabulary

**1** Find the eight jobs below in the word search.

accountant      analyst      assistant      manager  
 banker      engineer      consultant      technician



**2** Underline the two verbs that you could use to complete each sentence.

- a offer      b take      c provide      They \_\_\_\_\_ good service at a reasonable rate.
- a give      b purchase      c buy      I \_\_\_\_\_ products for my company.
- a create      b design      c imagine      We \_\_\_\_\_ new products every season.
- a invest      b set up      c found      When you \_\_\_\_\_ a company it is a good idea to get financial advice.
- a run      b close      c manage      Does Jill still \_\_\_\_\_ the IT department?

**1** Complete the sentences with the present simple or present continuous form of the verb in bold. Use an auxiliary verb where necessary.

1 **work**

a Does Theo James work in the sales department? Yes, he does.

b \_\_\_\_\_ he \_\_\_\_\_ there today? No. He's on holiday.

2 **do**

a What \_\_\_\_\_ you \_\_\_\_\_ at the moment? I'm designing a new electric car.

b What \_\_\_\_\_ you \_\_\_\_\_? I'm a design manager.

3 **finish**

a Why \_\_\_\_\_ they \_\_\_\_\_ early this afternoon? The factory is closing for repairs.

b \_\_\_\_\_ they usually \_\_\_\_\_ work at 4 o'clock? No, they usually finish at 6 o'clock.

4 **develop**

a \_\_\_\_\_ the company \_\_\_\_\_ new software programs? Yes, it does.

b What \_\_\_\_\_ it currently \_\_\_\_\_? A new engineering program.

**2** Complete the text about a management training scheme with verbs from the box in the present simple or present continuous.

get learn offer spend ~~want~~ work not have not earn

Inés García is a Spanish graduate in business administration and she  
 1 wants to have a career in business management. At present, she  
 2 \_\_\_\_\_ for a large telecommunications company in Madrid. It is a  
 one-year graduate trainee programme and she 3 \_\_\_\_\_ any  
 guarantee of a job at the end of the year. The company usually  
 4 \_\_\_\_\_ jobs to only a few of the best trainees – Inés hopes to be  
 one of these. Trainees on the programme 5 \_\_\_\_\_ up to six weeks  
 working in different departments. This is usually helpful because the  
 trainees 6 \_\_\_\_\_ useful work experience. A disadvantage is that  
 trainees 7 \_\_\_\_\_ very much money. Inés says 'It's a hard life just  
 now, but it's good experience and I 8 \_\_\_\_\_ a lot of new things.'



Listening T2

**1** Listen to Matthew Davies register for a media industry conference and complete the information on his registration form.



1 Name: Matthew Davies

2 Job: \_\_\_\_\_ analyst

3 Company name: \_\_\_\_\_ and James

4 Type of company: \_\_\_\_\_ firm

5 Which of these activities describes what your company does (tick one)?

Manufactures goods	Retails products	Provides services
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6 Additional information about your job:  
*Responsible for estimating the \_\_\_\_\_  
of new films.*

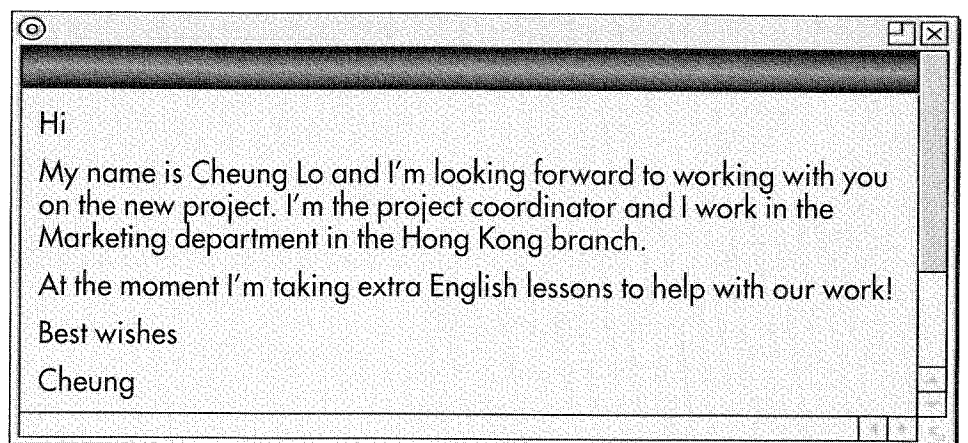
**2** Put the words in the right order and match the questions to Matthew's answers.

- |   |   |   |
|---|---|---|
| 1 What / do / company / kind / of / for / you / work?<br><i>What kind of company do you work for?</i> | } | a I'm a financial analyst.                              |
| 2 What / do / your / company / does?  |   | b I'm responsible for estimating the cost of new films. |
| 3 What's / job / your?  |   | c We provide services for the film industry.            |
| 4 What's / role / main / your?  |   | d It's a legal firm.                                    |

Writing

You are working on a new project with a colleague from another branch of your company. Read the email from your colleague and write a reply (30–40 words) to introduce yourself. You can write about yourself or invent information.

- Thank her for the email.
- Say what your job title is and what you do.
- Say what you are doing at the moment.
- End the email politely.



Then compare your answer with the suggested answer on page 92.



- 1 The writer thinks that self-service is a good idea for
  - a companies not customers.
  - b customers not companies.
  - c both customers and companies.
- 2 The first supermarket was set up
  - a before 1920.
  - b in the 1950s.
  - c after 1975.
- 3 The store clerk's main job was to
  - a check items on the shelves.
  - b give customers the goods they wanted.
  - c open the supermarket.
- 4 Modern self-service is increasing because people
  - a don't want to work with employees.
  - b are using cafeterias and laundromats.
  - c are using the internet a lot.
- 5 Mass production changed
  - a the retail industry.
  - b the service economy.
  - c the manufacturing industries.

## The Economist

## Reports

## You're hired!

Firms can give customers more control – and save money too

Meet your airline's latest employee: you. You may not have noticed, but you are also now working for your phone company and your bank. Why? Because of the growth of the self-service economy in which companies are making the customers do the work. Self-service can have benefits both for companies and customers. It is already changing business practices in many industries, and seems likely to become even more widespread in future.

The idea is not new, of course. Self-service has been around for decades, ever since Clarence Saunders, an American entrepreneur, opened the first Piggly Wiggly supermarket in 1916 in Memphis, Tennessee. The idea is simple. Shoppers enter the store, help themselves to whatever

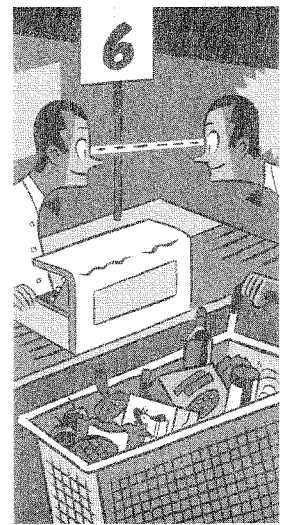
they need and then carry their purchases to the check-out counter to pay for them. Previously, store clerks were responsible for getting items off the shelves; but with the arrival of the supermarket, the shoppers took on that job themselves.

Then came laundromats, cafeterias and self-service car washes, all of which were variations on the same theme. But now, with the rise of the web, companies are taking self-service to new levels. Millions of people now manage their finances, track packages and buy cinema and theatre tickets while sitting in front of their computers. They plan their own travel itineraries and make their own hotel and airline bookings: later, at the airport, they may even check themselves in. And they do all of this with mouse in hand and no

human employees in sight.

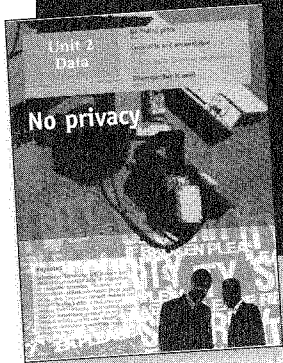
Self-service systems can save companies money and make customers happy.

This suggests that they could transform the service economy in much the same way that mass production transformed manufacturing, by allowing services to be delivered at low cost in large volumes. Though it may take five years before most transactions are conducted via self-service, we are definitely moving in that direction. So, you never know who you might be working for next.



# Unit 2

# Data



Vocabulary: **Data**  
Language: **Countable and uncountable**  
Career skills: **Checking information**  
Writing: **Letter requesting information**

## Vocabulary

**1** Underline the two verbs which can be used with each of the nouns below.

- 1 data  
a collect                      b analyse                      c advise
- 2 records  
a keep                              b exit                              c check
- 3 details  
a check                            b amend                            c cross
- 4 information  
a arrange                          b file                                c update
- 5 research  
a conduct                          b look                                c do

**2** Write the words in *italics> as numbers.*

- 1 That'll be *twenty-nine dollars and thirty cents*, please.  
*\$29.30*
- 2 The room measures about *two hundred and twenty-nine* metres.
- 3 The account number is *six double-seven nine two eight*.  
\_\_\_\_\_
- 4 He owns *a third* of the company.
- 5 The data shows that *nought point four* per cent of people work from home.  
\_\_\_\_\_
- 6 There are exactly *four thousand, six hundred and two* employees.
- 7 This shows a rise of *nineteen point five* per cent.  
\_\_\_\_\_
- 8 The population of the United States is over *two hundred and ninety-six million*.

Reading 1

**1** Read the article and decide if these statements are 'Right' or 'Wrong'. If there is not enough information in the article to answer 'Right' or 'Wrong', choose 'Doesn't say'.

- 1 People steal more data now than in the past.     a  
 a Right                                   b Wrong                                   c Doesn't say
- 2 Thieves stole credit cards from a data-processing firm in Atlanta.  
 a Right                                   b Wrong                                   c Doesn't say
- 3 The unprotected details include information about people's jobs and addresses.  
 a Right                                   b Wrong                                   c Doesn't say
- 4 Europeans have worse data-protection problems than America.  
 a Right                                   b Wrong                                   c Doesn't say
- 5 In Europe, the law says that companies must have procedures to look at how to protect data.  
 a Right                                   b Wrong                                   c Doesn't say
- 6 In Japan, companies don't have to tell the public if there are any problems with data security.  
 a Right                                   b Wrong                                   c Doesn't say

**2** Look at the article again and correct any wrong numbers in these sentences.

- 1 Thieves stole data from ~~4,000~~ <sup>40,000,000</sup> credit card accounts in Atlanta, USA.
- 2 More than \$50,000,000,000 was stolen by data theft.
- 3 Approximately 500,000,000 people may have their personal details unprotected.
- 4 Europe began to take data protection seriously over ten years ago.
- 5 The 1985 European Union directive helps to protect data.

The Economist

Data protection

## Hot data

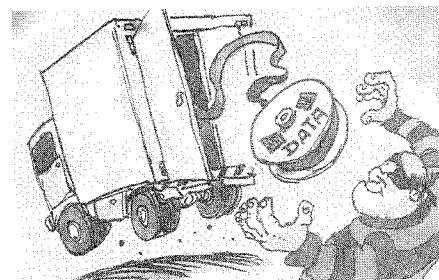
Some simple, cheap measures could help protect personal data

The theft of data, often involving personal information about customers and employees, is increasing dangerously fast. After data on 40m credit-card accounts were stolen from the computers of a data-processing firm based in Atlanta, Georgia, business leaders and politicians everywhere are taking notice.

Data theft accounted for over \$50 billion in losses last year in America alone. Careless information-security practices have left vulnerable the

personal information – such as financial details, health records and Social Security numbers – of around 50m Americans.

Europe has avoided the spectacular data-protection problems that have been happening in America. That may be in part because it started to take the problem seriously a decade ago. The European Union's 1995 data-protection directive requires firms to assess their data-protection practices and to document how they handle



sensitive information. These simple rules have encouraged firms to address the issue of data security. But the biggest weakness of the European directive is that it does not require firms to report privacy breaches. As a result, it is impossible to say how effective it has really been.

In Japan, companies have to make a public announcement when privacy breaches take place. America and Europe should do the same.



Language check

**1** Complete the questions from a questionnaire using *much*, *many* or *any*. More than one answer may be possible.

- 1 How much do you spend on clothes each month?
- 2 How \_\_\_\_\_ times a week do you go to the supermarket?
- 3 Do you buy \_\_\_\_\_ products on the internet?
- 4 How \_\_\_\_\_ times a month do you use your credit card for hobbies or interests?
- 5 Do you use your credit card to buy \_\_\_\_\_ business purchases?

**2** Underline the correct word(s) in *italics* to complete these answers to the questionnaire. Then match each answer to one of the questions in exercise 1.

- a Four or five. I buy lots of / *much* golf equipment, because I play every week.
- b Yes, I buy *any* / *some* stuff from Amazon and eBay.
- c No, I don't buy *any* / *some* business items with my credit card.
- d I don't spend *much* / *lots of*, about \$180 a month.
- e I don't enjoy it so I don't go *much* / *many* times a week, only once or twice.

Listening 1  T3

Listen to a customer calling his bank and complete the information in the bank statement.

**\* WRS Bank**

PO Box 84

**Current Account Statement**

a Mr D Conway

b     Elm Way,  
Dublin, Eire

c Sort code:     -     -    

d Account number:       

Date	Details	Paid out (€)	Paid in (€)	Balance (€)
	OPENING BALANCE			2,750
6 July	N&G Holdings	350		2,400
7 July	Cashpoint	60		2,340
9 July	Credit		1,800	4,140
10 July	Visa	e <u>   </u>		3,810
	BALANCE CARRIED FORWARD			3,810

*Visa payment should be f*

Listen to the second conversation. Are these statements true or false? Correct any wrong information.

- 1 Mr Conway's credit-card number is 77299424. *True*
- 2 The expiry date on his card is 07/08.
- 3 Mr Conway is the account holder.
- 4 Sarah offers to transfer 200 dollars to Mr Conway's current account.
- 5 The questionnaire is to collect data about people's selling habits.

## Reading 2

Look at the advertisement. It shows the services offered by a data-protection consultancy. Decide which service (a–h) would be suitable for each customer (1–5). There are three services that are not used.

## Is your data safe?

Do you need expert advice in any of the following areas?

We can help you:

- a stop unwanted emails and advertisements (spam).
- b identify your company's data-protection requirements.
- c check that your company knows about the latest data-protection laws.
- d design data-protection systems that are right for your company.
- e arrange staff training about the importance of data control and protection.
- f check that the computers in your company do not have viruses.
- g input data safely and efficiently.
- h protect confidential customer information.

- 1 Elizabeth Morris wants her employees to learn about how to protect data. *e*
- 2 Karim Shah needs to stop emails that his company does not want to receive.
- 3 Anna Olson wants to stop other companies getting private information about her customers.
- 4 Viktor Orloff thinks that some of the computers in his company may have viruses.
- 5 Arnold Hoffmann is not sure that his company understands the laws about data protection.

## Writing

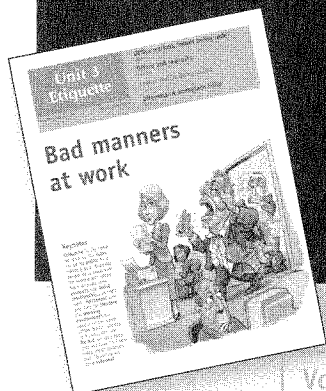
Write a short letter (60–80 words) to Mr Newton, the Manager of WRS Bank. You do not need to include any postal addresses.

- You want information about the bank's new business account.
- You want the bank to send you an information pack.
- You also have some questions.
  - Ask how much interest the bank pays on this account.
  - Ask if the bank charges business customers to write cheques.
  - Ask if the bank has a personal manager for business accounts.

Then compare your answer with the suggested answer on page 92.

# Unit 3

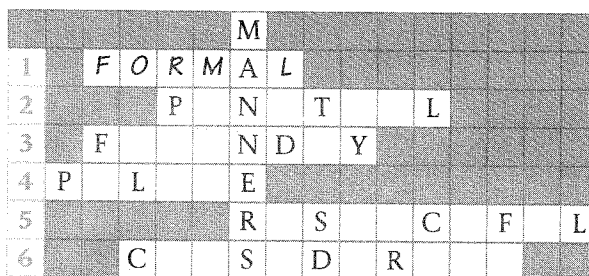
# Etiquette



Vocabulary: **Etiquette**  
 Language: **Offers and requests**  
 Career skills: **Being polite**  
 Writing: **Email replying to requests**

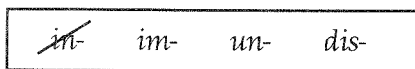
## Vocabulary

**1** Use the clues to find the words in the puzzle.



- 1 style of language used in business letters, reports, etc.
- 2 always on time
- 3 nice to people
- 4 saying 'please' and 'thank you'
- 5 showing politeness to people who are older or more senior
- 6 thinking about how other people feel

**2** Use the prefixes in the box to make the opposites of the adjectives 3–6 in exercise 1.



1 *informal*

**3** Use the adjectives from exercises 1 and 2 to write a short description of someone that you know, or who is famous.

Then compare your answer with the suggested answer on page 92.

## Listening 1 T5



Listen to a conversation in a restaurant. Are these statements true or false?

- 1 Howard is late. *True*
- 2 Alison sees one of her clients.
- 3 Nigel works in the IT department.
- 4 Alison and Howard work for the same company.
- 5 Nigel invites Howard and Alison to lunch.



**1 Listen to the conversation after the meal and answer the questions.**

- 1 Nigel thanks Howard for b
  - a coming to lunch.
  - b help with an order.
  - c a lovely dessert.
- 2 In the restaurant customers
  - a can smoke during the meal.
  - b can smoke cigarettes but not cigars.
  - c cannot smoke at any time.
- 3 Alison needs to
  - a return to work.
  - b go to an appointment.
  - c go home.
- 4 Howard says that he will see Alison
  - a tomorrow.
  - b at their next appointment.
  - c when he returns to work.

**2 Who says these things: Howard (H), Alison (A) or Nigel (N)?**

- 1 This is a very nice meal. N
- 2 Thanks very much for your help.
- 3 You're welcome.
- 4 Not for me, thanks.
- 5 Is it OK to smoke cigars in here?
- 6 I'm afraid not.
- 7 Thanks for a very nice lunch.
- 8 I'm glad you enjoyed it.

## Language check

**1 Correct the mistakes in these sentences.**

- 1 ~~Could~~<sup>Would</sup> you like to go to the conference in Brussels?
- 2 Let me to help you with that report.
- 3 Would I have another cup of coffee, please?
- 4 You can open the window, please?
- 5 Could you give me please some information?
- 6 Can I the new designs see?

**2 Choose the best response to each offer or request.**

- 1 Could I have the data by the end of the week, please? b
  - a Not at all.
  - b Certainly.
  - c Don't worry.
- 2 I could bring the files to your office.
  - a Thanks – that's very kind of you.
  - b Yes.
  - c That would be very nice.

- 3 Would you like another cup of coffee?
  - a I'm afraid not.
  - b Not just now, thanks.
  - c No I don't.
- 4 Can you give me a lift to the station, please?
  - a Yes, please.
  - b I'm pleased to.
  - c Yes, no problem.
- 5 Let me show you to the conference room.
  - a Of course.
  - b You're welcome.
  - c Thank you.
- 6 Would you send this by express courier, please? It's urgent.
  - a I'm sorry, I can't at the moment.
  - b It isn't possible. I'm busy.
  - c Not at the moment, thanks.

**Reading** Look at these notes and messages. For each one, which answer (a-c) is correct?

Judith  
 Re: Order number HJ 795  
 Mr Danson phoned - part of this order is missing.  
 Please call his office urgently - 0550 5847243.

- What is the problem?      *b*
- a The order did not arrive.
  - b Some of the order did not arrive.
  - c Some machine parts are missing.

- 2 Bridget should contact Sue
  - a before 3pm.
  - b after 3pm.
  - c at 3pm.

Bridget  
 I have two tickets to the  
 MBA conference next  
 Thursday. Are you free?  
 Can you get back to me by  
 3pm?  
 Sue

- 3 George has to
  - a go to a party on 1 April.
  - b order new clothes.
  - c reply before 1 April.

---

**To:** George Hawkins

---

**Telephone message from:**  
 Clarissa at Zeno Media.

You are invited to their launch  
 party on Friday 4 April at  
 7:30pm. Casual dress.  
 RSVP by Tuesday 1 April.