

Table of Contents

| | |
|--|----|
| Introduction | 1 |
| <i>The World Of Work</i> | |
| Terminology : Careers And The Workplace | 3 |
| Case Study : Where Are All The Women Managers? | 7 |
| Grammar : The Present Tenses | 11 |
| <i>Marketing</i> | |
| Terminology : Marketing | 13 |
| Case Study : Holistic Marketing | 16 |
| Writing : Business Documents | 19 |
| <i>Business Organisation And Company Structure</i> | |
| Terminology : Types Of Company And Departments | 21 |
| Case Study : Protecting The Family Business | 24 |
| Grammar : The Present Perfect And Past Simple | 29 |
| <i>The Marketing Mix</i> | |
| Terminology : Elements Of Marketing | 41 |
| Case Study : Marketing David Beckham | 34 |
| Writing : A Model Business Letter | 39 |
| <i>Entrepreneurs</i> | |
| Terminology : Start-Ups And Success Stories | 41 |
| Case Study : Red Bull And Buzz Marketing | 44 |
| Grammar : The Past Tenses | 49 |
| <i>Branding</i> | |
| Terminology : Brand Names And Brand Awareness | 51 |
| Case Study : Apple And The Halo Effect | 54 |
| Writing : Letter Of Enquiry | 58 |
| <i>E-Commerce</i> | |
| Terminology : Doing business On The Internet | 59 |
| Case Study : Online Travel | 62 |
| Grammar : The Future Tenses | 67 |
| <i>The Product</i> | |
| Terminology : Types Of Product And Product Development | 69 |
| Case Study : Producing Computers In China | 72 |
| Writing : Reply To Letter Of Enquiry | 77 |

| | |
|--|-----|
| Sales | |
| Terminology : Sales Techniques And Figures | 79 |
| Case Study : A New Look For Gucci In Japan | 82 |
| Grammar : The Conditionals | 87 |
| Price | |
| Terminology : The Language Of Pricing And Competition | 89 |
| Case Study : Are Free CDs Killing Music? | 92 |
| Writing : Purchase Order Letter | 97 |
| Cost And Pricing Strategy | |
| Terminology : Production And Selling Costs | 99 |
| Case Study : The Future For Italian Luxury Goods | 102 |
| Grammar : The Passive | 107 |
| Place | |
| Terminology : Distribution Of Goods | 109 |
| Case Study : Christmas Is Coming – All The Way From China | 112 |
| Writing : Letter Of Confirmation | 117 |
| Problem Solving | |
| Terminology : Industrial Disputes And Financial Problems | 119 |
| Case Study : Dell Turns Product Failure Into Marketing Opportunity | 122 |
| Grammar : Articles | 127 |
| Promotion | |
| Terminology : Promotional Techniques | 129 |
| Case Study : Cutting Edge Brands | 132 |
| Writing : Letter Of Complaint | 137 |
| Innovation | |
| Terminology : Research And Development | 139 |
| Case Study : Wii Wins Console Battle For Nintendo | 142 |
| Grammar : Modal Verbs | 147 |
| Advertising | |
| Terminology : Advertising Techniques And Strategies | 149 |
| Case Study : Product Placement | 153 |
| Writing : Letter Of Apology | 158 |
| Presentations | |
| Terminology : Preparing And Presenting A Presentation | 159 |
| Case Study : Holding A Conference In Second Life | 162 |
| Grammar : Gerunds And Infinitives | 167 |

| | |
|---|-----|
| <i>Market Research</i> | |
| Terminology : Types Of Market Research And Research Techniques | 169 |
| Case Study : State Of The Art Market Research | 172 |
| Writing : A Letter Of Reminder | 177 |
| <i>Customer Service</i> | |
| Terminology : Service Industries And Customer Care | 179 |
| Case Study : Understanding Customers | 182 |
| Grammar : Comparatives And Superlatives | 187 |
| <i>The Consumer</i> | |
| Terminology : Consumers, Customers And Clients | 189 |
| Case Study : Irish Consumers Are Better Off | 192 |
| Writing : Travel Arrangements | 197 |
| <i>Negotiations</i> | |
| Terminology : The Language Of Negotiations | 199 |
| Case Study : Wallace And Gromit In Negotiations With Sony | 202 |
| Grammar : Question Forms | 207 |
| <i>International Trade</i> | |
| Terminology : Exports And Overseas Markets | 209 |
| Case Study : Marketing Can't Save Magners From Wet Summers | 212 |
| Writing : Writing A CV | 217 |
| <i>The Product Life Cycle</i> | |
| Terminology : Overview From Research To Repositioning | 219 |
| Case Study : Customer Service In Cuba | 222 |
| Grammar : Common Mistakes In Written English | 227 |
| <i>Job Interviews</i> | |
| Terminology : Recruitment And Typical Interview Questions | 229 |
| Case Study : The Amish Brand | 232 |
| Writing : Job Application Letter | 237 |
| <i>Marketing Revision</i> | |
| Terminology : Revision Of Key Marketing Terms | 239 |
| Case Study : The Future Of The Tourism Industry | 242 |
| Grammar : Common Mistakes In Written English | 247 |
| <i>Article : Metaphor In Business And Economic Terminology (article by Jodi Sandford)</i> | |
| Part One | 249 |
| Part Two | 252 |
| Part Three | 255 |

English For Oral Exams

| | |
|--|-----|
| Writing A Summary | 259 |
| Example Article : Asian Airlines | 260 |
| Example Summary : Asian Airlines | 262 |
| Useful Expressions For Discussing An Article | 263 |

| | |
|---------------------|-----|
| <i>Bibliography</i> | 265 |
|---------------------|-----|

Introduction

The Business is a content-based language course for students of economics and marketing. The book is divided thematically by argument, from market research and branding to pricing strategy and sales. For each topic there are introductory vocabulary exercises, using authentic business English, followed by a case study.

Current debates relating to international commerce are dealt with through the use of authentic texts, which cover such up to date issues as the future of Italian luxury brands and the innovative marketing techniques used to promote products such as the Nintendo Wii and Red Bull.

The objective is to involve the student with intrinsically motivating real life materials. The articles featured in this book are not simplified versions adapted for language students – they are the original texts, the same articles that are being read by students and business people in the English speaking world.

These case studies are exploited with task-based learning exercises to help the student develop sound reading strategies. Each article is accompanied by a series of pre-reading exercises, from basic comprehension questions to more involved analysis, and this task-based approach gives the student a real reason for reading.

The Business combines this study of the language of commerce with a systematic revision of the essentials of English grammar. A selection of model business letters is also presented, along with exercises which focus on useful expressions in business correspondence.

For the sake of authenticity some materials have been chosen from the wide array of resources available on the Internet. We have made a point of citing the original sources and authors, and if there are any omissions, the publishers will be glad to rectify these in further editions of this title.

The accompanying CD ROM features a vast array of supplementary materials, giving the student the opportunity to consolidate the work done in the classroom at home, offering a mix of further reading materials and additional exercises.

Perugia, September 2007

Liam Francis Boyle

The World Of Work

Match the jobs on the left with the responsibilities on the right

1. I am responsible for the public image of our company a. *Finance Director*
2. I look after the books and balance sheets b. *Production Manager*
3. I am responsible for the people who sell our products c. *Marketing Manager*
4. I am in charge of the manufacturing of the product that our company sells d. *Managing Director*
5. I am responsible for the entire company e. *Public Relations Manager*
6. I look after the money side of the business f. *Secretary*
7. I supervise the creation and testing of new products g. *Human Resources Director*
8. I'm in charge of personnel h. *Director of Research and Development*
9. I answer the phone and make appointments for the boss i. *Sales Manager*
10. I make sure that there is a market for our goods j. *Chief Accountant*

Look at the prepositions in italics. Only one preposition is correct in each sentence. Which one?

1. I work *on / in / off* advertising.
2. I deal *with / about / by* our international customers.
3. Our head office is based *on / in / at* Madrid.
4. I am doing some research *in / on / by* the tourist sector.
5. The sales team in Lazio work *near / on / under* the regional manager.
6. I'm responsible *on / for / at* the sales department.

Complete the sentences with the words in the box

*working hours lunch break routine
colleagues flexible hours overtime
salary social life*

1. The people you work with are your _____.
2. Some people want to copy the French with 35 _____ a week.
3. The money you earn every month is your _____.
4. What you do in the evening with your friends is your _____.
5. If you're lucky you have time for a quick sandwich during your _____.
6. The extra work you do when your friends are already at the pub is _____.
7. If you can start and finish work when you want then you have _____.
8. Doing the same things at the same time every day is a _____.

Complete the sentences with the correct preposition, or no preposition.

You can use some prepositions more than once

out with on after to to for

1. I report directly _____ the CEO.
2. I have an easy job. I handle _____ customer complaints for Telecom Italia.
3. We carry _____ improvements to our software systems regularly.
4. I liaise _____ colleagues in offices across Europe.
5. We test _____ the security features of new cars using dummies.
6. I look _____ the marketing department.
7. We need to work _____ what went wrong with our campaign last month.
8. I'm working _____ an important project this month.
9. I deal _____ international clients.
10. I'm responsible _____ our branch in Assisi.
11. I listen _____ what our clients have to say.
12. I monitor _____ the production process.

Complete the sentences with the words in the box

*products profit company customers
turnover competitors*

1. You can buy a lot of German _____ at Lidl.
2. There is a high staff _____ at McDonalds.
3. Coke and Pepsi are famous _____.
4. When I graduate I want to work for a big multinational _____.
5. Armani has a lot of Japanese _____.
6. Nintendo made a big _____ after the launch of the Wii.

Match the vocabulary on the left with the definitions on the right

- | | |
|---------------------------------|---|
| 1. a commission | a. <i>money paid to a retired person</i> |
| 2. a bonus | b. <i>to be given a job</i> |
| 3. wages | c. <i>to finish work after a long career</i> |
| 4. a salary | d. <i>money paid for making a sale</i> |
| 5. a pension | e. <i>weekly pay</i> |
| 6. to get a raise | f. <i>to get a better salary</i> |
| 7. to be promoted | g. <i>to lose your job</i> |
| 8. to be appointed | h. <i>monthly pay</i> |
| 9. to be made redundant (fired) | i. <i>extra money paid for good performance</i> |
| 10. to retire | j. <i>to be given a better job</i> |

Work wordsearch

S E U G A E L L O C
W D T J D S E J O D
P M E R R B F M G E
S E V T O E M C M T
A K N N N I S I P O
L E U S S I T I Y M
A S L S I R O X A O
R I I P E O K P T R
Y O X V O R N T P P
N W O S E G A W F A

Find the key words in the puzzle to complete the sentences

1. A good salesman can earn a high _____ rate.
2. A builder is paid weekly _____.
3. A manager is paid a monthly _____.
4. A retired person receives a _____.
5. The people you work with are your _____.
6. A good _____ is higher than the rate of inflation.
7. You get paid _____ if you do extra work.
8. I got a _____ for completing the project on time.
9. I was _____ after the job interview.
10. I was _____ to assistant manager after only a year at the company.

Where Are The Women Managers?

Read the article and answer these questions

Correct the mistakes

1. 1,000 women are missing from the top jobs in Britain.
2. The Sex Discrimination Act was introduced 20 years ago.
3. 10.4% of all judges are women.
4. In the Scottish assembly, nearly 51.7% of MPs are women.
5. The pay gap between men and women in their 30s is 10.7%.

True or false?

1. Headhunters just need to find the 'missing women' to solve the problem.
2. The situation is improving faster in the civil service than the judiciary.
3. Women are represented in parliament better in Afghanistan than in Britain.
4. The situation is better in the assembly in Wales than in Scotland.
5. Men earn less when they start a family.

Choose the best answer

1. The proportion of women in parliament in Britain has
 - a. fallen
 - b. risen
 - c. remained the same
2. According to Jenny Watson, if all of Britain's top jobs are for men, it is a problem for
 - a. men
 - b. women
 - c. everyone
3. Compared with Europe, the pay gap in Britain is
 - a. average
 - b. higher than average
 - c. the highest in the EU.
4. Next year's report will be published by the
 - a. EOC
 - b. CRE
 - c. CEHR

5. Katherine Rake says that the people in power in Britain are

a. white

b. white and male

c. male

Match the key words from the text and the definitions

1. the glass ceiling

a. a domestic help for working mothers

2. the boardroom

b. speed

3. a nanny

c. a space or distance

4. troubling

d. to be successful

5. pace

e. an invisible barrier to women in business

6. headhunters

f. worrying

7. to thrive

g. recruiters

8. a gap

h. where business decisions are made

Complete the sentences with the key words

1. Materazzi is a good defender but he doesn't have a lot of _____.

2. There is _____ between Bugs Bunny's teeth.

3. _____ is a boys' club in most companies.

4. The news from Iraq is always very _____.

5. Recruitment firms aren't cannibals – just _____.

6. Women at Deloitte have finally broken through the _____.

7. Real Madrid expect _____ in the Champions League this year.

8. Most families can't afford _____ so they send children to a crèche.

Where Are The Women Managers?

The glass ceiling is still stopping 6,000 women from getting any of the top 33,000 jobs in Britain, according to new research from the Equal Opportunities Commission. Thirty years after the introduction of the Sex Discrimination Act, women are badly “under-represented” in the country’s boardrooms, politics and courts.

Even if they have a nanny, it’s hard for successful women with children to continue their careers, the EOC research suggests, because men dominate the professions and they resist flexible working.

Women are moving into top jobs at a “painfully slow” rate, the report says, and in some areas, numbers are falling. The proportion of women in parliament has dropped in the 12 months since the EOC’s last ‘Sex and Power’ survey, and is now only 19.5% – lower than in Iraq, Afghanistan and Rwanda.

Although a woman is chief executive of the London Stock Exchange, and four senior judges are female, the proportion of women directors of top 100 FTSE companies has fallen to 10.4%, and only 9.8% of all judges are women. Jenny Watson, chair of the EOC, said: “Today’s troubling findings show just how slow the pace of change has been in powerful British institutions. They suggest it’s time not just to send out the headhunters to find some of those ‘missing women’, but to address the barriers that stand in their way. Thirty years on from the Sex Discrimination Act, women rightly expect to share power. But as our survey shows, that’s not the reality.”

She said that everyone suffered when Britain’s top jobs were all male. Our democracy and local communities would be stronger if women from different backgrounds had an equal voice. And in business, we could not afford to look at only half the population to fill the best jobs. The commission identified the 33,000 most influential jobs in the private sector, politics, the legal system and the public sector in Britain.

To achieve a representative proportion, women, it said, should fill another 6,000. At the current rate of improvement, it would take 20 years to achieve equality in the civil service, 40 years in the judiciary and 60 years among FTSE 100 companies. But it would take 200 years – at least another 40 elections – to achieve an equal number of MPs in parliament. By contrast, in the Scottish assembly, nearly 40% are women and 51.7% in Wales. The EOC said there was an argument for parties to use all-women shortlists, as in Wales.

But figures for women from ethnic minorities are worse. There are only two black women MPs, four non-white top 100 FTSE directors and nine top civil servants from ethnic minority backgrounds. “If we want our communities to thrive, this has to change,” concludes the report. It says that more successful women have as much trouble getting the jobs they want as women in lower paid work. As for age, the pay gap between men and women in their 20s is 3.7%, rising to 10.7% in their 30s – because after childbirth, women’s earning power goes down. Men’s doesn’t.

The UK pay gap is one of the biggest in Europe – 17% for full-time staff and 38% for part-time – because part-time workers are more often low paid. Then, when they have children, women lose opportunities for promotion and earn even less, the Women and Work Commission found last year.

“Asking for flexible working still spells career death for too many women in today’s workplace,” said Ms Watson. So women with children often have to find less professional jobs to keep working. “Extending the right to ask for flexible working to everyone in the workplace would change that culture and enable more women to reach the top.”

This is the last annual report from the EOC. Next year, with the Commission for Racial Equality and the Disability Rights Commission, it will be part of a new body called the Commission for Equality and Human Rights. This will be headed by the present chair of the CRE, and some people are afraid that women’s rights may then be pushed aside. Katherine Rake, an equal rights campaigner, protested: “This research proves beyond a doubt that life at the top is white and male.” And Ms Watson summed up: “We haven’t solved the problem of sex discrimination yet. There is so much more to be done.”

from *The Guardian*

