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Second Edition

# MARKET LEADER

Elementary Business English Course Book



## 体验<sup>®</sup>商务英语 综合教程 |

(第二版)

David Cotton David Falvey Simon Kent

《体验商务英语》改编组

 高等教育出版社  
HIGHER EDUCATION PRESS

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David Cotton David Falvey Simon Kent  
with John Rogers

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## 《体验<sup>®</sup>商务英语综合教程1》（第二版）

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## 第二版前言

《体验商务英语》系列教材自 2005 年 8 月出版以来，以其鲜明的特色、真实生动的内容、较强的教学操作性，在国内高等院校商务英语教学实践中，得到了广泛认可，并荣获普通高等教育“十一五”国家级规划教材称号。

2011 年，中国加入世界贸易组织已十年。随着我国融入全球商务大环境的进程不断加快，对具备英语语言技能和专业商务知识的复合型人才的需求日益增长；而商务英语教学的范围不断扩展，尤其是各高校商务英语专业的正式设立，也促使商务英语教学与研究不断向专业化迈进。同时，网络技术、数字技术、多媒体技术等高新技术在教育领域的广泛应用，为商务英语教学资源的立体化建设带来了新的机遇。在这样的背景下，高等教育出版社于 2011 年组织专家力量，推出了《体验商务英语》系列教材的第二版。

《体验商务英语》系列教材（第二版）的改编原则如下：

### 教材体系更加完善

1. 综合教程由四册增至五册，即增编了高级教程，能够更加灵活地满足读者的多样化需求。
2. 为第一版《体验商务英语听说教程》增加了视频资源及配套练习，并与原版教材的配套视频资源材料（Video Resource Book）整合，成为全新的《体验商务英语视听说教程》，增强了课堂教学的直观性与丰富性。

### 内容设置更加合理

1. 更新了大部分阅读、听力材料以及案例分析，做到与时俱进。
2. 改编组对第一、二册的语言点和语法知识作了部分增加和替换，使其更能适应我国学生的英语学习特点；在《同步练习》中增加了英汉、汉英互译练习，帮助学生巩固相关知识的理解及运用。

### 建立商务英语立体化配套教学资源

1. 综合教程（1-5）均配有多媒体学习光盘，包括 MP3 和自主学习软件（Self-Study CD-ROMs）。自主学习软件以单元主题为主线，设置了大量练习，从语言运用、商务背景知识及重点案例分析等方面强化课堂学习内容。视频模块（Videos）以情景剧模拟商务场景，为学生自学时扩大知识面、增强交际能力提供全方位支持。
2. 教学参考书（1-5）均配有测试软件（Test Master CD-ROMs），提供了丰富的教学参考资源，包括各单元介绍、入门测验、进度测验、单元测验等各类测验，以及相关音、视频材料等，使用灵活方便。

《体验商务英语》系列教程（第一版）面世以来，高等教育出版社为配合教材的推广，以论坛、教学培训、科研立项等形式，开展了一系列活动，使体验式的商务英语教学深入人心。相信《体验商务英语》系列教材（第二版）将为我国的商务英语教学注入更新的活力，为人才培养和社会发展做出进一步的贡献。

改编组

2011 年 12 月

## 第一版前言

为了迎接入世挑战,满足高等院校和广大学习者提高商务英语技能的需求,高等教育出版社引进了培生教育出版集团出版的 *Market Leader* 和 *Powerhouse* 系列教材,将这两套教材改编为《体验商务英语》系列教材。该系列教材由《综合教程》、《同步练习》、《听说教程》、《教师用书》以及配套的录音带和录像资料组成。该系列教材为学习者提供了全新的学习方式,即在体验中学习商务英语,进而提高运用英语进行商务交际的能力。针对中国人学习商务英语的特点,改编组在原教材的基础上补充了有关商务知识的注释和有中英文注释的词汇表。

《体验商务英语》系列教材具有全球化视野和时代特色,其特点主要表现在以下几个方面:

将国际商务活动的真实内容引入课堂教学,体验真实的商务世界。在商务英语教学中,缺少真实的商务活动,商务活动与英语教学不能充分融合,这一直是困扰教师的难题。本系列教材为商务英语教学提供了大量真实、生动的素材,使学生在掌握语言技能的同时,了解现代国际商务的现状,以达到在体验商务中学习语言、提高商务交际能力的目的。这一特色反映在选材上是丰富多彩的国际商务内容,涉及现代市场经济条件下商务活动的各个方面和时代课题,如全球化、国际营销、技术创新、营销策略、企业文化、市场竞争、经营风险、危机管理、电子商务等等。

角色扮演和案例学习将体验式学习引向深入。本系列教材的突出特色是任务式、体验式的教学活动设计。《综合教程》和《听说教程》的每个单元都有角色扮演和案例学习等交际任务。每个交际任务都以真实的商务交际情景为参照,交际任务目标明确,鼓励学习者在完成交际任务的过程中复用所学语言知识,提高交际能力,将自己的经历和观点融入交际活动之中。

教学设计严谨,为体验式学习打好基础。《综合教程》的每个单元通过讨论与学习者相关的话题导入教学。然后是相关商务词汇、听力和阅读、语法和商务技能的学习。中间穿插形式多样的任务活动。最后,在充分学习、掌握相关内容和技能的基础上,进行案例学习和商务写作练习。《听说教程》的单元设计以语言和商务技能为主线,商务词汇、语法的学习与讨论相结合,听力和阅读部分配有角色扮演等交际活动,最后是案例分析或技能运用。整体编排层层递进,前面的学习为角色扮演、案例学习等实践型交际训练打下了基础。

教学资源丰富,为体验式教学提供有力支持。《综合教程》和《听说教程》主要供课堂教学使用。《综合教程》的大部分素材源自《金融时报》等著名财经报刊近年的文章,具有时效性,语言简练、鲜活。《听说教程》的素材比较多样,有当代电影中的对白节选和小说片断等。与《综合教程》配套的《同步练习》可供自主学习和测试使用,《教师用书》还提供了可复印的补充阅读、补充技能练习等课外学习资料,教师可选择使用。配套录音和录像资料(包括短片、著名企业家访谈等)提供了生动的视听素材,可作为课堂教学或补充学习使用。

从学习者的需求和兴趣出发编写,使体验式学习更方便。《综合教程》中的主题全部通过在师生中广泛调研精心挑选,反映了大部分学习者的需要和兴趣,可激发学生进一步学习、探索。词汇、语法的学习和语言技能训练与商务话题紧密结合,在规范语言的同时增添了针对性和趣味性。语法学习部分篇幅短小,内容精练,例句生动,书后还附有语法复习部分,使语法学习更加方便。此外,活泼的版式,具有启发性的图片,使商务英语的学习更加形象、直观。

本书是《综合教程》第1册,有12个单元和4个复习课,内容涉及日常工作和商务活动,包括介绍、工作与休闲、问题、旅行、餐饮娱乐、销售、人事、市场、公司、网络、文化和求职等主题。每单元围绕主题进行相关语言和技能的学习。书后附语法总结(Grammar reference)、写作活动(Writing file)、角色扮演(Activity file)、分类词汇表(Vocabulary file)、改编的词汇和注释(Glossary and notes)以及不规则动词表(Irregular verbs)。

《体验商务英语》系列教材的适用面广,既可以作为国际经贸、国际金融等涉外专业的商务英语教材,也可以作为英语专业商务英语教材,还可以作为大学英语选修课教材和行业培训教材。

改编组  
2005年4月

# Map of the book

Discussion	Texts	Language work	Skills	Case study
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<b>Unit 1</b> <b>Introductions</b> page 6	Jobs Reading: Meet Jeffrey Immelt Listening: Talking about yourself	Nationalities <i>to be</i> <i>a /an</i> with jobs <i>wh-</i> questions	Introducing yourself and others	Aloha in Hawaii: Meet conference attendees Writing: e-mail
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<b>Unit 2</b> <b>Work and leisure</b> page 14	Work and leisure activities Reading: Carlos Ghosn, Superstar	Days, months, dates Leisure activities Present simple Adverbs and expressions of frequency	Socialising 1: talking about work and leisure	Independent Film Company: Interview employees about working conditions Writing: list
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<b>Unit 3</b> <b>Problems</b> page 22	Problems where you live Reading: Survey of problems at work	Adjectives describing problems Present simple: negatives and questions <i>have got</i>	Telephoning: solving problems	Blue Horizon: Complain about holiday problems Writing: telephone message
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<b>Revision unit A</b> page 30				
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<b>Unit 4</b> <b>Travel</b> page 34	A place you know well Reading: A business hotel brochure Listening: Travel information	Travel details: letters, numbers, times <i>can /can't</i> <i>there is /there are</i>	Making bookings and checking arrangements	Pacific Hotel: Book guests into a hotel Writing: e-mail
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<b>Unit 5</b> <b>Food and entertaining</b> page 42	Dining etiquette Reading: Learning chopsticks Listening: Ordering a meal	Eating out: food and menu terms <i>some /any</i> Countable and uncountable nouns	Socialising 2: entertaining	Which restaurant?: Choose a restaurant for a business meal Writing: e-mail
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<b>Unit 6</b> <b>Sales</b> page 50	Buying a product Reading: IKEA: lower prices, higher sales Listening: An interview with the director of a sales training company	Choosing a product or a service Past simple Past time references	Presentation 1: presenting a product	Link-up Ltd: Sell a mobile phone and service package Writing: e-mail
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<b>Revision unit B</b> page 58				
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	Discussion	Texts	Language work	Skills	Case study
<b>Unit 7</b> <b>People</b> page 62	Types of colleagues	Reading: Mercedes Erra Listening: An interview with a bank director about a bad manager	Describing people Past simple: negatives and questions Question forms	Negotiating: dealing with problems	A people problem: Negotiate a solution to a problem with an employee Writing: e-mail
<b>Unit 8</b> <b>Markets</b> page 70	Marketing a new cereal	Reading: Welcome to Moscow, city of the gold Rolls Royce Listening: An interview with a cross-cultural trainer	Types of markets Comparatives and superlatives <i>much / a lot, a little / a bit</i>	Meetings: participating in discussions	Cara Cosmetics: Launch a new product Writing: catalogue description
<b>Unit 9</b> <b>Companies</b> page 78	Successful companies	Reading: Natura aims to expand internationally Listening: An interview with the CEO of Unipart	Describing companies Present continuous Present simple or present continuous	Presentation 2: starting a presentation	You and your company: Prepare an introduction to a presentation Writing: company profile
<b>Revision</b> <b>unit C</b> page 86					
<b>Unit 10</b> <b>The Web</b> page 90	Using the Internet Plans for the future	Reading: Online business model dressed to kill Listening: An interview with a website effectiveness consultant	Internet terms Time expressions Talking about future plans: present continuous and <i>going to</i> and <i>will</i>	Making arrangements	Isis Books plc: Plan a sales trip Writing: e-mail
<b>Unit 11</b> <b>Cultures</b> page 98	Company cultures Cultural mistakes	Reading: Wal-Mart finds its formula doesn't fit every culture Listening: Four people talking about cultural mistakes	Company cultures <i>should / shouldn't</i> <i>could / would</i>	Identifying problems and agreeing action	A change of culture: Discuss changes in a bank Writing: action minutes
<b>Unit 12</b> <b>Jobs</b> page 106	Skills you need for a job	Reading: A curriculum vitae Listening: Interviewing for a job	Skills and abilities Present perfect Past simple and present perfect	Interview skills	High Profile Inc.: Choose a candidate for a job Writing: letter
<b>Revision</b> <b>unit D</b> page 114					



# Introduction

## What is *Market Leader* and who is it for?

Market Leader is an elementary level business English course for businesspeople and students of business English. It has been developed in association with the *Financial Times*, one of the leading sources of business information in the world. It consists of 12 units based on topics of great interest to everyone involved in international business. The new edition features new authentic texts and listenings throughout, reflecting the latest trends in the business world.

If you are in business, the course will greatly improve your ability to communicate in English in a wide range of business situations. If you are a student of business, the course will develop the communication skills you need to succeed in business and will enlarge your knowledge of the business world. Everybody studying this course will become more fluent and confident in using the language of business and should increase their career prospects.

### The authors



**David Falvey** (*left*) has over 20 years' teaching and managerial experience in the UK, Japan and Hong Kong. He has also worked as a teacher trainer at the British Council in Tokyo, and is now Head of the English Language Centre and a Principal Lecturer at London Metropolitan University.

**Simon Kent** (*right*) has over 15 years' teaching experience, including three years as an in-company trainer in Berlin at the time of German reunification. He is currently a Senior Lecturer in business and general English, as well as having special responsibility for designing new courses at London Metropolitan University.

**David Cotton** (*centre*) has over 35 years' experience teaching and training in EFL, ESP and English for Business and is the author of numerous business English titles, including *Agenda*, *World of Business*, *International Business Topics*, and *Keys to Management*. He is also one of the authors of the best-selling *Business Class*. He is currently a Senior Lecturer at London Metropolitan University.

**John Rogers**, who contributed new material to this edition, is also the author of the Practice Files at each level of the series.

## What is in the units?

### Starting up

You are offered a variety of interesting activities in which you discuss the topic of the unit and exchange ideas about it.

### Vocabulary

You will learn important new words and phrases which you can use when you carry out the tasks in the unit. A good dictionary, such as the *Longman Basic English Dictionary*, will also help you to increase your vocabulary.

### Discussion

You will build up your confidence in using English and will improve your fluency through interesting discussion activities.

### Reading

You will read adapted articles on a variety of topics from the *Financial Times* and other newspapers. You will develop your reading skills and learn essential business vocabulary. You will also be able to discuss the ideas and issues in the articles.

### Listening

You will hear interviews with businesspeople. You will develop listening skills such as listening for information and note-taking.

### Language review

This section focuses on common problem areas at elementary level. You will become more accurate in your use of language. Each unit contains two Language review boxes which provide a review of key grammar items.

### Skills

You will develop essential business communication skills such as making presentations, taking part in meetings, negotiating, telephoning, and using English in social situations. Each Skills section contains a Useful language box which provides you with the language you need to carry out the realistic business tasks in the book.

### Case study

The Case studies are linked to the business topics of each unit. They are based on realistic business problems or situations and allow you to use the language and communication skills you have developed while working through the unit. They give you opportunities to practise your speaking skills in realistic business situations. Each Case study ends with a writing task. A full writing syllabus is provided in the Market Leader Practice File.

### Revision units

Market Leader Elementary also contains four revision units, based on material covered in the preceding three Course Book units. Each revision unit is designed so that it can be done in one go or on a unit-by-unit basis.

# Map of the book

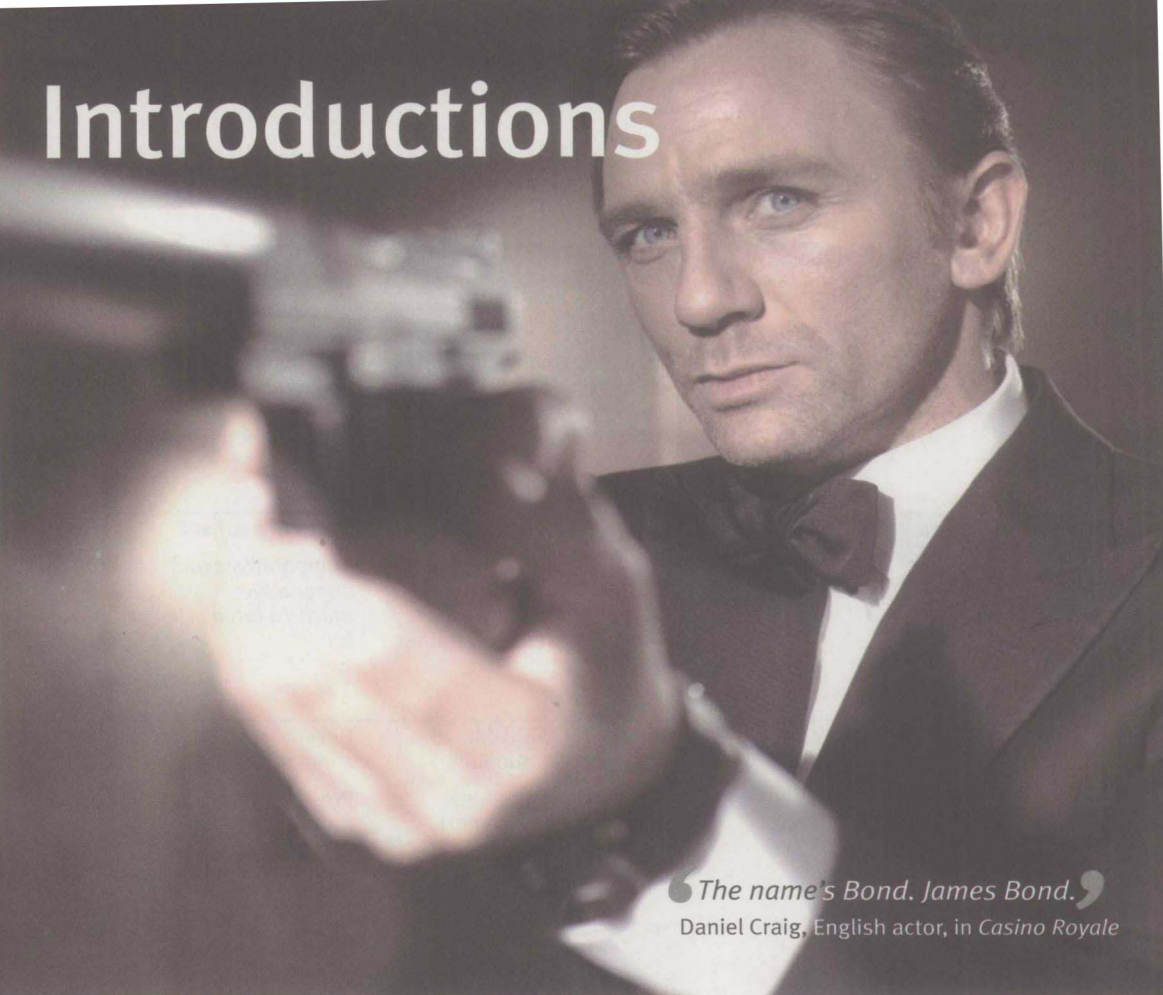
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<b>Revision unit A</b> page 30					
<b>Unit 4</b> <b>Travel</b> page 34	A place you know well	Reading: A business hotel brochure Listening: Travel information	Travel details: letters, numbers, times can /can't there is /there are	Making bookings and checking arrangements	Pacific Hotel: Book guests into a hotel Writing: e-mail
<b>Unit 5</b> <b>Food and entertaining</b> page 42	Dining etiquette	Reading: Learning chopsticks Listening: Ordering a meal	Eating out: food and menu terms some /any Countable and uncountable nouns	Socialising 2: entertaining	Which restaurant?: Choose a restaurant for a business meal Writing: e-mail
<b>Unit 6</b> <b>Sales</b> page 50	Buying a product	Reading: IKEA: lower prices, higher sales Listening: An interview with the director of a sales training company	Choosing a product or a service Past simple Past time references	Presentation 1: presenting a product	Link-up Ltd: Sell a mobile phone and service package Writing: e-mail
<b>Revision unit B</b> page 58					

	Discussion	Texts	Language work	Skills	Case study
<b>Unit 7 People</b> page 62	Types of colleagues	Reading: Mercedes Erra Listening: An interview with a bank director about a bad manager	Describing people Past simple: negatives and questions Question forms	Negotiating: dealing with problems	A people problem: Negotiate a solution to a problem with an employee Writing: e-mail
<b>Unit 8 Markets</b> page 70	Marketing a new cereal	Reading: Welcome to Moscow, city of the gold Rolls Royce Listening: An interview with a cross-cultural trainer	Types of markets Comparatives and superlatives <i>much / a lot, a little / a bit</i>	Meetings: participating in discussions	Cara Cosmetics: Launch a new product Writing: catalogue description
<b>Unit 9 Companies</b> page 78	Successful companies	Reading: Natura aims to expand internationally Listening: An interview with the CEO of Unipart	Describing companies Present continuous Present simple or present continuous	Presentation 2: starting a presentation	You and your company: Prepare an introduction to a presentation Writing: company profile
<b>Revision unit C</b> page 86					
<b>Unit 10 The Web</b> page 90	Using the Internet Plans for the future	Reading: Online business model dressed to kill Listening: An interview with a website effectiveness consultant	Internet terms Time expressions Talking about future plans: present continuous and <i>going to</i> and <i>will</i>	Making arrangements	Isis Books plc: Plan a sales trip Writing: e-mail
<b>Unit 11 Cultures</b> page 98	Company cultures Cultural mistakes	Reading: Wal-Mart finds its formula doesn't fit every culture Listening: Four people talking about cultural mistakes	Company cultures <i>should / shouldn't</i> <i>could / would</i>	Identifying problems and agreeing action	A change of culture: Discuss changes in a bank Writing: action minutes
<b>Unit 12 Jobs</b> page 106	Skills you need for a job	Reading: A curriculum vitae Listening: Interviewing for a job	Skills and abilities Present perfect Past simple and present perfect	Interview skills	High Profile Inc.: Choose a candidate for a job Writing: letter
<b>Revision unit D</b> page 114					

# Introductions

## OVERVIEW ▾

- Vocabulary**  
Nationalities
- Reading**  
Describing people
- Language focus 1**  
*to be*
- Language focus 2**  
*a / an* with jobs, *wh*-questions
- Listening**  
Talking about yourself
- Skills**  
Introducing yourself and others
- Case study**  
Aloha in Hawaii



“The name’s Bond. James Bond.”  
Daniel Craig, English actor, in *Casino Royale*

### Starting up

**A** Work in pairs. Complete the sentences with words from the box. There are two you do not need.

from I'm my name's she you

- 1 ..... Emma. Emma Schneider, from Habermos in Hamburg.
- 2 Good morning. .... name's Shi Jiabao.
- 3 My ..... Akim, by the way. Akim Anyukov.
- 4 How do you do. I'm Nuria Sosa, ..... RTA Seguros.

**B** 1.1 Now listen to these four business people introducing themselves. Check your answers to Exercise A. Then match the speakers (1–4) below to their business cards (A–D) on page 7.



A

**ASTENA Consulting Group**

**Akim Anyukov**  
Accountant

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B

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C

**RTA Seguros S.A.**

**Nuria Sosa**  
Senior Manager

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D

**Shi Jiabao**

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**C Talk about yourself.**

*Hello. My name's ..... I'm from .....*

**D 1.2 Listen to these letters and practise saying them.**

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

**E 1.3 Listen and write the words that are spelled.**

1 ..... 2 ..... 3 ..... 4 .....

**F Work in pairs. Spell the names of some people.**

Student A: See below.

Student B: Turn to page 140.

**Student A**

Spell the first names and surnames of these people for your partner.

- 1 Our Accounts Manager is Li Hai. That's L-I and then H-A-I.
- 2 Our new Sales Assistant is Ana Torres. That's A-N-A, and then Torres, T-O-double R-E-S.
- 3 The Human Resources Manager is Tom Sims. That's T-O-M, and then Sims, S-I-M-S.

Now listen to your partner and write down the first names and surnames of three other people.

1 ..... 2 ..... 3 .....

**Vocabulary**  
**Nationalities**

**A** Complete the chart of countries and nationalities. Use the words from the box. Add other countries and nationalities.

Brazilian Polish ~~Germany~~ Kuwaiti French Oman  
 Italian Spain Russia Turkey Japanese Swedish  
 China Greece British American

Country	Nationality	Country	Nationality
	<b>-an</b>		<b>-ish</b>
Brazil	Brazilian	Poland	.....
Germany	German	.....	Spanish
Italy	.....	Sweden	.....
.....	Russian	.....	Turkish
	<b>-ese</b>		<b>others</b>
Japan	.....	France	.....
.....	Chinese	.....	Greek
	<b>-i</b>	the UK	.....
Kuwait	.....	the USA	.....
.....	Omani		

Vocabulary file page 148

**B** 1.4 Listen and check your answers to Exercise A.

**C** Work in pairs. Ask and answer questions about the nationality of the brands or companies.

Student A: Turn to page 136.

Student B: Turn to page 140.

A Is Sony Japanese? B Yes, it is.

B Is Givenchy Swedish? A No, it isn't. It's French.

Sony Givenchy Volvo Zara Gucci Aeroflot Michelin  
 Siemens McDonald's Olympic Airways

**D** Think of three companies you know. Give their nationalities.



## Reading

## Describing people

**A** Read this article. Then complete the chart below.

## Meet Jeffrey Immelt

Jeffrey Immelt is Chairman and CEO of General Electric Co. GE is a 128-year-old company in Connecticut, USA. It operates in more than 100 countries and employs more than 320,000 people worldwide.

Immelt is 55 and is a very rich man. He is married, and his wife's name is Andrea. They have one daughter. Her name is Sarah, she is 24 years old. 'My wife and my daughter are great,' Immelt says. 'It's a pity we're not together more often.' He is away on business more than 50% of his time, and he tries to meet customers about a week a month. 'Life is never boring,' he says. 'No two days are the same.'

He usually gets up at 5.30 in the morning and works out for about an



hour. 'Exercise is important, but my real hobby is golf,' he says. 'I'm not great at golf, but I enjoy it. And I like to read, especially when I'm on the move.' He likes biographies, business books and fiction, and reads about 50 books a year. He also likes 1970s rock music.

Jeffrey Immelt	
Age	55
Family	
Job	
Hobbies and interests	

**B** Decide whether these statements are true or false.

- Jeffrey Immelt is President of General Electric.
- General Electric is a global company.
- Immelt is married with two children.
- All days are different for Immelt.
- He is away more than half of the time.
- He is not very good at golf.
- Immelt is not interested in exercise.
- All his books are about business.

false

**C** Work in pairs. Write five questions about Jeffrey Immelt and General Electric. For example:

Is Immelt rich?

Where is GE?

Now work with a different partner, close your books and ask each other your questions. See who can remember the most answers!