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Second Edition

MARKET LEADER

Pre-intermediate Business English Course Book



体验[®]商务英语 综合教程 2

(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
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David Cotton David Falvey Simon Kent
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主 编：吴云娣 夏蓓蓓

策划编辑：贾 巍

项目编辑：张维华 李 瑶

责任编辑：王春玲

封面设计：王凌波

版式设计：王东岗

责任校对：王春玲

责任印制：刘思涵

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2册,共有12个单元和4个复习课,内容涉及现代商务活动,包括职业、网上销售、公司、创意、压力、娱乐、市场营销、计划、人员管理、冲突、新企业及产品等主题。书后附语法总结(Grammar reference)、写作活动(Writing file)、角色扮演(Activity file)以及改编的词汇和注释(Glossary and notes)。

《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

Introduction

What is Market Leader and who is it for?

Market Leader is a pre-intermediate-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. This 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 (*centre*) 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 (*right*) 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 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 business dictionary, such as the *Longman Business English Dictionary*, will also help you to increase your business vocabulary.

Discussion

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

Reading

You will read authentic articles on a variety of topics from the *Financial Times* and other newspapers and books on business. 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 authentic 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 pre-intermediate level. You will become more accurate in your use of language. Each unit contains a Language review box which provides 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 the opportunity 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 Pre-Intermediate 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

Discussion

Texts

Language work

Skills

Case study

Unit 1 Careers

Discuss ideas about careers

Reading: Ten ways to improve your career

Listening: Two people talk about ways to improve your career

Words that go with *career*

Modals 1: *can, could, would*

Telephoning: making contact

Fast-Track Inc.: Choose the best candidate for the job of sales manager

Writing: e-mail

page 6

Unit 2 Selling online

Discuss shopping online

Reading: Worry for retailers as web shopping clicks into place

Listening: An interview with the Head of E-Commerce at Argos

Words and expressions for talking about buying and selling

Modals 2: *must, need to, have to, should*

Negotiating: reaching agreement

Lifetime Holidays: Negotiate a joint venture

Writing: letter

page 14

Unit 3 Companies

Discuss types of companies

Reading: The world's most respected companies

Listening: An interview with IKEA's UK Deputy Country Manager

Words for talking about companies

Present simple and present continuous

Presenting your company

Valentino Chocolates: Prepare an investment plan

Writing: a proposal document

page 22

Revision Unit A

page 30

Unit 4 Great ideas

Discuss ideas

Reading: Three articles about great ideas

Listening: An interview with the Head of the Innovation Works

Verb and noun combinations

Past simple and past continuous

Successful meetings

Fabtek: Choose the best ideas for three new products

Writing: report

page 34

Unit 5 Stress

Discuss causes of stress

Discuss gender-related qualities

Discuss and rank stressful jobs

Reading: A career change

Listening: An interview with an authority on stress management

Words about stress in the workplace

Past simple and present perfect

Participating in discussions

Genova Vending Machines: Develop a plan to reduce stress

Writing: report

page 42

Unit 6 Entertaining

Discuss corporate entertaining

Reading: Corporate entertainment

Listening: An interview with two experts on corporate entertaining

Words for talking about eating and drinking

Multi-word verbs

Socialising: greetings and small talk

Organising a conference: Choose the best location

Writing: e-mail

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Revision Unit B

page 58

	Discussion	Texts	Language work	Skills	Case study
Unit 7 Marketing page 62	Discuss ideas about marketing	Reading: Selling dreams Listening: An interview with a marketing consultant	Word partnerships Questions	Telephoning: exchanging information	Kristal Water: Relaunch a product Writing: sales leaflet
Unit 8 Planning page 70	Discuss planning	Reading: Planning for economic development Listening: An interview with a leading business adviser	Words for talking about planning Talking about future plans (<i>plan, hope, expect, would like, want; going to; present continuous</i>)	Meetings: interrupting and clarifying	The voice of business: Plan a radio programme Writing: letter
Unit 9 Managing people page 78	Discuss qualities and skills of a good manager	Reading: Young managers Listening: An interview with a professor of organisational behaviour	Verbs and prepositions Reported speech	Socialising and entertaining	The way we do things: Improve ways of working together Writing: report
Revision Unit C page 86					
Unit 10 Conflict page 90	Quiz on managing conflict	Reading: Conflict management Listening: An interview with a management consultant	Word building Conditionals	Negotiating: dealing with conflict	European Campers: Negotiate a solution to a problem with an employee Writing: letter
Unit 11 New business page 98	Discuss conditions for starting new businesses and public- and private-sector companies	Reading: The human touch Listening: An interview with a consultant to new businesses	Economic terms Time clauses	Dealing with numbers	Marcia Lee Jeans: Choose a location for a new factory Writing: letter
Unit 12 Products page 106	Discuss your favourite products	Reading: Brand image Listening: Five people talk about the best thing they have ever bought	Adjectives for products Passives	Presenting a product	Minerva A.G.: Choose innovative products for a store Writing: report
Revision Unit D page 114					



OVERVIEW ▾

- Vocabulary**
Career moves
- Reading**
Ten ways to improve your career
- Listening**
Discussing ways to improve your career
- Language review**
Modals 1: *can, could, would*
- Skills**
Telephoning: making contact
- Case study**
Fast-Track Inc.

“Nothing will work unless you do.”

Maya Angelou, US author

Starting up

A Discuss these questions.

- 1 How ambitious are you?
- 2 Do you have a career plan? Where do you want to be in 10 years' time?
- 3 Which of the following would you prefer to do?
 - a) Work for one company during your career
 - b) Work for several different companies
 - c) Work for yourself

B Which of the following areas do you work in (or would you like to work in)? Why?

- | | |
|-----------------------|----------------------------------|
| 1 Sales and marketing | 4 Administration and personnel |
| 2 Finance | 5 Production |
| 3 Management | 6 Research and development (R&D) |

C What should you do to get ahead in your career? Choose the four most important tips from the list below. Compare your ideas in a group and try to agree on a final choice.

- 1 Change companies often
- 2 Use charm with your superiors
- 3 Attend all meetings
- 4 Go to your company's social functions
- 5 Be energetic and enthusiastic at all times
- 6 Be the last to leave work every day
- 7 Find an experienced person to give you help and advice
- 8 Study for extra qualifications in your free time

Vocabulary

Career moves

A The phrases below all include the word *career*. Match them to their correct meanings. Use a good dictionary to help you.

- | | |
|------------------------|--|
| 1 career move | a) chances to start/improve your career |
| 2 career break | b) ideas you have for your future career |
| 3 career plan | c) something you do in order to progress in your job |
| 4 career opportunities | d) period of time away from your job to, for example, look after your children |

B Complete these sentences with the verbs from the box. Use a good dictionary to help you.

make take have decide offer

- Employees in large multinationals *have* excellent career opportunities if they are willing to travel.
- Some people a career break to do something adventurous like sailing round the world or going trekking in India.
- One way to a career move is to join a small but rapidly growing company.
- Certain companies career opportunities to the long-term unemployed or to people without formal qualifications.
- Ambitious people often on a career plan while they are still at school or university.

C Look at the groups of words below. Cross out the noun or noun phrase which doesn't go with the verb in each group.

- | | | | |
|---------------|---|---------------|---|
| 1 <i>make</i> | a fortune
progress
a living
a training course | 4 <i>do</i> | research
a mistake
a job
your best |
| 2 <i>get</i> | progress
a promotion
the sack
a nine-to-five job | 5 <i>take</i> | a pension
time off
early retirement
a break |
| 3 <i>earn</i> | a bonus
a part-time job
money
40 thousand | 6 <i>work</i> | flexitime
anti-social hours
overtime
an office job |

D Complete each sentence with the appropriate form of a word partnership from Exercise C.

- Goran is 59, but he does not want to In fact, he is taking on more work!
- When you, you can arrange your own schedule, so this is very convenient when you have children.
- Luke is quite ambitious and does not want to be a sales assistant all his life. In fact, he hopes to very soon.
- Most university lecturers have to in their specialist area.
- In addition to your salary, you will for achieving monthly targets.

Reading

Ten ways to improve your career

A Discuss these questions in pairs.

- 1 What helps when trying to move ahead in your career? Think about personal factors (e.g. ambition, motivation, etc.) and workplace factors (e.g. promotion opportunities, etc.).
- 2 What practical advice could you give to someone who wants to get ahead in their career? Make a list of three to five points.



Vocabulary file page 145

B Scan the article quickly to find out if any of the points you have listed in Exercise A are mentioned.

Ten ways to improve your career

Ajilon Finance, a leading staffing and recruiting services firm, offers the following tips for getting ahead in your career.

- 1 Make a list of your priorities and outline your tasks for the day. Write down your short- and long-term goals, evaluate your progress frequently and stay focused.
- 2 Are you really present? You may physically be at work, but are you there mentally?
- 3 Learn how to work through others. Delegating tasks is an important skill to master at any level.
- 4 Always look for opportunities to broaden your skills. For example, you can attend professional development seminars.
- 5 Socialise with colleagues. This will help you learn about what's happening in other departments.
- 6 Create your own goals. Determine where you want to be professional and what skills you need to reach that goal.
- 7 Be comfortable with being uncomfortable. Accept challenges that force you to try something new.
- 8 Be clear about what you want. If you believe you deserve a promotion, ask for one.
- 9 Take time off and relax. Attending to your personal life and doing things that make you happy will help your performance at work.
- 10 Seek satisfaction. If you're disappointed by your current career, look for ways to transform your job into more of what you want. If this does not solve the problem, maybe it's time to look for a new position.



'If you follow this advice, you will significantly increase your opportunities to earn more money, get promoted sooner and move ahead faster,' says Mr Lebovits, President and Chief Operating Officer of Ajilon Finance.

From *Business Wire*

C Decide which tip each of the following sentences could be added to.


	Tip		
a) These are also a great way to network with influential people.	2	3	4
b) Each day, take a small step that brings you closer to that target.	5	6	7
c) If your boss refuses, ask him or her what you need to achieve in order to qualify for one.	6	7	8
d) It will also establish you as a team player within the company.	5	9	10
e) Pay attention to every single task that you do.	1	2	3
f) You may discover a secret talent or a hidden passion.	2	7	8

D Match the verbs (1–5) with the noun phrases (a–e) to form expressions from the article.

- | | |
|----------------|--------------------|
| 1 to reach | a) a promotion |
| 2 to get ahead | b) a skill |
| 3 to evaluate | c) a goal |
| 4 to deserve | d) in one's career |
| 5 to master | e) one's progress |

E In pairs, discuss which three of the ten tips in the article are the most important.

Listening
Improving
your career

A  **1.1 Listen to two people, Debbie and Nikola, discussing *Ten Ways to Improve Your Career*. Complete the table below with the number of the three tips they consider the most helpful.**

	Debbie	Nikola
1	Tip no.	Tip no.
2	Tip no.	Tip no.
3	Tip no.	Tip no.

B Discuss these questions.

- What do you think is the relationship between Debbie and Nikola? Why?
- In your opinion, where are they from, and how old are they?

C  **1.2 Listen to these extracts from the discussion and complete them.**

- Debbie If you want to move ahead in your career, you also need to evaluate your progress regularly. If you do that, you get a better idea of¹, and also of the areas that you need to².
- Debbie When a challenge presents itself, you have to³. If you play it safe all the time, if you just settle⁴, you'll never move ahead in your career.
- Nikola If you always do what you've always done, you'll only get⁵.


D Look at Nikola's comment in Exercise C. Do you agree with it? Why (not)?

Language review

Modals 1: can, could, would

Modal verbs are very common in English. Match these functions to the examples: making a request, describing ability, making an offer.

-
Can you help me?
-
Could you repeat that, please?
-
Can I help you?
-
Would you like a drink?
-
I can speak French and Spanish.
-
He could speak four languages before he was ten.

 page 118

A Rearrange the words in 1 to 9 to make questions from a job interview. Then decide whether each question is a) making a request, b) making an offer or c) asking about ability.

- 1 get you can I anything?
Can I get you anything? (making an offer)
- 2 details contact your confirm I could?
- 3 can you software package use this?
- 4 speak languages any other you can?
- 5 about tell you job us your present more could?
- 6 tell your current salary me you could?
- 7 would you as soon as possible your decision let us know?
- 8 start you when can?
- 9 like coffee some more you would?

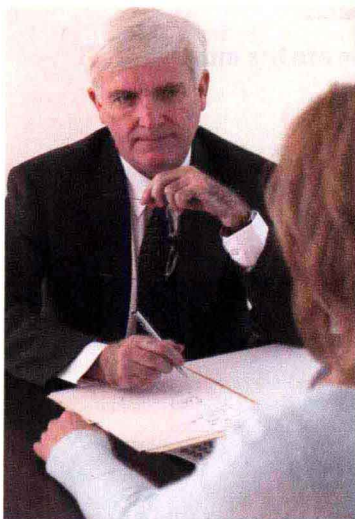
B Match the questions in Exercise A with the interviewee's answers below.

- a) It's 43 thousand. **6**
- b) Yes, I use it a lot in my current job.
- c) I can let you know next week.
- d) Thank you. A coffee, please.
- e) Yes, the address is the same, but my e-mail has changed.
- f) I'd love some. Thank you.
- g) Well, I'm currently responsible for European sales.
- h) Yes, I can speak French and Spanish.
- i) My notice period is two months.

C Complete these sentences with the appropriate form (positive or negative) of can, could or would.

- 1 I like to work overtime, even if the pay was very good.
- 2 I speak any foreign languages when I was ten years old.
- 3 I use a computer of course, but unfortunately I use spreadsheets. It's something I really want to learn.
- 4 If possible, I like to work regular hours.
- 5 Five years ago, I speak English at all.

D Tick the sentences in Exercise C that are true for you. Rewrite the other ones so as to make them true. Then discuss your answers in pairs.



Skills

Telephoning:
making contact

A What kinds of telephone calls do you make in English? What useful telephone expressions do you know?

B 1.3, 1.4, 1.5 Listen to three phone calls and answer these questions.

1 What is the purpose of each call? 2 Do the callers know each other?

C 1.3 Listen to the first call again. Complete the expressions on the right so they have the same meaning as the ones on the left.

1 Can I talk to ...?	I'd ...like... ..to... ..speak... ..to... ..
2 Just a moment ...	Thank you.
3 I'll connect you.	I'll
4 Am I speaking to Carmen Diaz?	Hello. Carmen Diaz?
5 Yes, it's me.
6 The reason I'm calling is ...	Yes, I'm your advert ...
7 Can I have your name and address? your name and address?

D 1.4 Listen to the second call again and complete these phrases.

A Hello. ...could... ..I... ..speak...¹ to Andrea, please?

B² she's not here at the moment. Can I³ a⁴?

A Yes, please.⁵ Jacques from Intec.⁶ you⁷ her I won't be able to⁸ the training course on Saturday. She can⁹ me¹⁰ if there's a problem. I'm¹¹ 0191 498 0001.

B OK. Thank you. Bye.

E 1.5 Listen to the third call again. Underline each phrase the speaker uses.

Dave Hi, John. Dave here.

John Oh, hello, Dave. *How are things?* / *How are you?*¹

Dave Fine, thanks. Listen, just a *quick word* / *quick question*.²

John Yeah, go ahead.

Dave Do you think you could *give me* / *let me have*³ the fax number for Workplace Solutions? I can't get through to them. Their phone's always *busy* / *engaged*.⁴

John I've got it *here* / *right in front of me*.⁵ It's 020 7756 4237.

Dave Sorry, I didn't *hear* / *catch*⁶ the last part. Did you say 4227?

John No, it's 4237.

Dave OK. Thanks. Bye.

John *No problem.* / *Don't mention it*.⁷ Bye.

F Study the Useful language box below. Then role-play the telephone calls.

Student A: Turn to page 136.

Student B: Turn to page 139.

Useful language

Making calls

Could I speak to Laurie Thompson, please?

Yes, this is Ernesto Badia from KMV.

I'm calling about ...

Could you tell him/her that I rang?

Could you ask him/her to call me back?

Receiving calls

Who's calling, please?

Could you tell me what it's about?

I'll put you through.

Can you hold?

I'm afraid there's no answer. Can I take a message?