



FIRST INSIGHTS — into — BUSINESS

新视野商务英语(上)

(英) Sue Robbins 著

教师用书

外语教学与研究出版社

FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

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Sue Robbins (英) 著

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教师用书简介

《新视野商务英语（上）》的教师用书用来为您的课堂教学提供实际帮助。首先，本书提供了学生用书和练习册的答案，还有学生用书中听力练习的全部录音原稿。其次，每个单元的注释提供关于某一主题的附加信息和公司的网址，并建议如何处理学生用书中的活动。从第94页到第96页有每个单元关键词汇的完形填空，可以复印。这些可以与录音一起使用。最后，教师用书提供四套可以复印的测试题，可用作同步检测或者帮助学生准备商务英语考试。

Exam Preparation 准备考试

每套测试题的结构和内容都与UCLES的BEC初级考试一致，可以激励学生准备参加国际认可的资格考试，为他们提供有用的练习。练习册中每个商务写作单元的写作练习进一步帮助学生准备BEC考试的写作部分。学生用书中的写作、阅读、口语和听力部分鼓励学生掌握考试要求的技能。

下面是UCLES的BEC初级考试的题型：

阅读和写作部分（1小时30分）

写作：

第一部分：公司内部沟通（约30字至40字）

第二部分：业务沟通（约60字至80字，以阅读材料为依据）

写作部分占总分的25%

阅读：

第一部分：选择题

第二部分：连线

第三部分：是非判断题

第四部分：选择填空和填表

阅读部分占总分的25%

听力：（约40分钟）

第一部分：选择题

第二部分：填空和填表题（所给材料内容为独白和对话，包括谈话、讨论、电话交谈和留言）

听力部分占总分的25%

口语：（每对考生约12分钟）

第一部分：回答问题

第二部分：约一分钟的简短陈述

第三部分：与另一参加考生者共同完成任务

第四部分：与另一参加考生者及对话者进行讨论

口语部分占总分的25%

本书所提供的网址为补充信息所用，不代表本社的出版观点。

学生用书目录

	Language Focus	Skills	Vocabulary	Business Communication
1 Customers 顾客 page 6	Direct and indirect question forms Pronunciation: Weak and strong forms /du/ /du/	Writing: Capital letters Reading: Kwik-Fit advertisement Listening: Customer service	Key Vocabulary: Customers Word partners	Making offers (speaking) Final Task: Roleplay: customer care (speaking)
2 Companies 公司 page 16	Present simple and present continuous Pronunciation: Third person singular /s/ /z/ /ɪz/ Sentence stress	Writing: Avoiding repetition Reading: FT Graduate Training Programme Listening: Four major companies	Key Vocabulary: Companies Word building	Presenting information (speaking) Final Task: Presenting information about companies (speaking)
3 Travel 旅行 page 26	Present continuous for future: fixed arrangements Pronunciation: Contractions of <i>to be</i>	Writing: Faxes Reading: The Japanese in Britain Listening: International travel	Key Vocabulary: Travel Word partners Adjectives of nationality	Introductions and socialising (speaking) Final Task: Introductions and talking to new colleagues (speaking)
Review 复习 1 (page 36-37)				
4 Troubleshooting 解决问题 page 38	<i>Should, ought to:</i> making recommendations Pronunciation: Polite intonation	Writing: Clauses of purpose Reading: Ford's spy team Listening: Project management and troubleshooting	Key Vocabulary: Troubleshooting Synonyms Word building	Report writing: recommendations (writing) Final Task: Giving business advice (speaking)
5 Company History 公司历史 page 48	Past simple: regular and irregular verbs Pronunciation: Past simple endings /ɪ/ /d/ /ɪd/	Writing: Sequencing ideas Reading: Bic's company history Listening: Company history of Zurich Financial Services Group	Key Vocabulary: Company history Adjective and noun partners	Company presentations (speaking) Final Task: Company histories (writing)
6 Retailing 零售 page 58	Definite, indefinite, zero articles Defining relative clauses Pronunciation: /ðə/ /ði/	Writing: Expanding notes Reading: Bar codes Listening: Shopping at IKEA	Key Vocabulary: Retailing Word groups	Telephoning (speaking) Final Task: Market research roleplay (speaking)

Review 复习 2 (page 70-71)

	Language Focus	Skills	Vocabulary	Business Communication
7 Products 产品 page 72	Order of adjectives Comparative and superlative adjectives Pronunciation: Weak forms /ə/ /ɪst/ /ðən/ /əz/	Writing: Linking words of cause and effect Reading: Dyson product launch Listening: Advertising products	Key Vocabulary: Products Word partners Word building	Product presentations (speaking) Final Task: Presenting a product (speaking)
8 People 人 page 84	Going to for future plans and intentions Will for the future Pronunciation: Weak forms of to /tə/ Short form of will	Writing: Clauses of contrast Reading: Management styles Listening: Aspects of work	Key Vocabulary: People Word building	Talking about your job (speaking) Final Task: Action planning career objectives (writing)
9 Business Environment 商务环境 page 96	Modal verbs: talking about possibility Present passive Pronunciation: Word linking Stress patterns	Writing: Connectors to show addition of information Reading: Marks and Spencer Listening: World competitive scoreboard	Key Vocabulary: Business Environment Word building	Describing trends: Interpreting graphs (speaking) Final Task: Information exchange: describing trends in cinema attendance (speaking)
Review 复习 3 (page 108-109)				
10 Finance 财务 page 110	Figures and numbers Transitive and intransitive verbs Pronunciation: Saying numerals Word recognition	Writing: Rephrasing and exemplifying Reading: Investment bank accounts Listening: Profit and loss accounts	Key Vocabulary: Finance Word partners	Scale of probability (speaking) Final Task: Discussing companies' financial decisions (speaking)
11 Corporate Responsibility 企业责任 page 122	Conditional 1: events and consequences Gerunds and infinitives Pronunciation: Short forms	Writing: both... and, either... or, neither... nor Reading: Late payment of Commercial debts Listening: The ethical consumer	Key Vocabulary: Corporate Responsibility Word groups	Negotiating (speaking and writing) Final Task: Negotiation roleplay (speaking)
12 Competition 竞争 page 134	Present perfect: present result Present perfect: unfinished past Pronunciation: Strong and weak forms /hæv/ /həz/ /fə/	Writing: Curriculum vitae Reading: Pepsi and Coca-Cola Listening: Competing in a global market	Key Vocabulary: Competition Word groups	Interview skills (speaking) Final Task: Review of <i>First Insights into Business</i> (speaking)

Review 复习 4 (page 146-147)

Communication Activities page 148

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学生用书介绍

理论基础

《新视野商务英语（上）》是为初、中级水平的学生准备的商务英语教材，提供约120个小时的教学材料。本书教学大纲按结构分为不同级别，旨在进行系统化的词汇学习和技能培养，为学生掌握商务技能打下坚实的基础。该课程知识丰富，结构清晰，简单易用，适用于任何需要强化商务英语的学习者。

商务英语的使用者需要了解英语语言的规则和体系，还需要在实践中运用语言。不了解规则就不能准确地使用语言，不在实践中运用语言就不可能学会流利地表达自己。本书鼓励学生考虑语法规则、词汇规则和句子结构规则，并且提供大量在现实场景中运用语言的机会。

《新视野商务英语（上）》介绍并探究了与商务有关的各种主题，每个单元涉及一个主题，例如顾客、公司、解决问题、产品、商务环境、财务或竞争。每个主题都与商务人士息息相关。学习者可以通过这一系列的主题，锻炼商务活动中的各种沟通技巧，同时，语言的四个技能（读、写、听、说）也得到扩展，学生的可用词汇量得到充实。

教与学的策略

为鼓励学生成为主动的学习者，学生用书采用了归纳法介绍语法，而不是仅仅让学生运用公式。给学生提供材料，让他们从中得出结论，然后引导他们检查自己的结论是否与相应的“语法参考”部分一致。这样就把学生学习过程中的责任大部分地交给了学生自己，并鼓励他们承担这些责任。因此，教师的作用就是在学习过程中给学生提供支持，并激发他们对语言和学习的好奇心。

该课程的设计和结构安排旨在给学生提供最大的支持，每个单元的一开始是重点介绍，告诉学生他们将学习什么内容。每个单元的结尾都是检查并巩固学生所学内容的清单。清晰的等级和认真的指导有助于学生学习每个单元，并且有规律性地指导学生参看“语法参考”部分，巩固并强化他们的学习。

方法

《新视野商务英语（上）》的基础是语言学习中的交际法，结构性核心大纲提供了语法、词汇和句子结构规则。结构大纲周围是功能大纲部分（介绍不同的词和结构如何能够完成同样的功能）和基于练习的大纲（例如，谈判、讨论产品特征或者描述趋势）。课堂授课技巧包括组织单人练习、双人练习和小组练习，学生在练习活动中可以加入自己的亲身体验和知识。

真实材料的使用

商务英语的学生需要为将来在现实中可能遇到的文字资料和情景做好准备。因此，《新视野商务英语（上）》的阅读和听力全部采用真实文章，教给学生处理和解译不同级别材料的策略。这些文章为技能培养和进行讨论提供了语境，并且展示了商务世界的面貌。阅读材料取自报刊和商业出版物，反映了“真正的”商务世界的面貌，提供了各种见解和观点。听力材料提供了针对大量商务主题的众多观点，并且能有效刺激读者进行听力技能的培养、词汇的习得和讨论练习。

复习单元

各章内容概述向学生提供了再次落实每个单元学习情况的机会，复习单元（学生用书每三个单元之后就有一个这样的单元）同样用来鼓励学生回顾学习过程。两者都为教师提供了机会，评价学生学到了什么、小组之间或小组中的个人之间在知识或能力上是否存在差距。复习单元的重点主要是语法、词汇和商务沟通的输入信息，应该用在课堂教学中。

各单元的主要部分

学生用书共有12个单元，每一单元都包括如下几个部分。教师用书提供了如何使用每部分的详细说明。

关键词汇 (Key Vocabulary)

每单元开头都有一篇短文，向学生介绍本单元主题，并提供谈论这一主题将用到的关键词汇。用黑体标出的关键词汇或者其后紧跟单词定义，或者通过上下文可以推断出它的定义。每篇短文都配有录音，以便学生可以听到这些词的发音，以及在句子中的重读情况。学生可以在课前预习这个段落，并查找关键词汇的意义，也可以以课堂讨论的形式开始每单元的学习。教师还可以利用每单元的关键词汇完形填空练习（见第94页），看看学生已经掌握了哪些词汇，或者用在每单元结束的时候，以检查学生记住了哪些词汇。

引导 (Lead-in)

这一部分的目的在于激发学生对每个单元主题的兴趣，以及对主题的意识，帮助学生在开始学习一个单元之前就先吧相关的词汇、主题信息和个人经历从记忆中调动出来，同时教师也可以此判定学生对主题的把握程度，以及进行其他活动时学生需要的支持。

语言点和练习 (Language Focus and Practice)

《新视野商务英语（上）》的语法教学是根据初、中级水平学生设置的，特别注重将语法学习与有用的商务结构结合起来。每单元的重点语法都与主题认真进行了匹配，例如，“公司历史”这一单元重点放在一般过去时上，“解决问题”这一单元重点放在“should”表示建议的用法上，“旅行”这一单元重点放在用现在进行时表示已安排好的事情上等等。教师应经常让学生自己从上下文中归纳语法规则，然后作简单介绍，接下来是练习部分，通过受控的练习、较多的支持和较为自由的活动，学生有机会练习在实际中使用语言。所有语言点都能在学生用书后面的“语法参考”中找到根据，并相互参考。练习册提供更多的练习。

发音 (Pronunciation)

每个语言点后面都紧跟着发音练习，让学生了解在特定的语法中如何使用弱音、缩略、语调模式、单个音以及重音模式。

写作 (Writing)

《新视野商务英语（上）》中的写作大纲经过了精心设计，重点放在写作的技术性层面上——这是在这一水平上经常被忽视的地方。让学生把重点放在句子和段落的结构上，这样，通过练习他们就能学会将零散的文章片段组织成较复杂的文章。写作练习可以让学生准确流畅地写作，“语法参考”部分和“商务写作”单元（见练习册）提供了额外的支持。这些商务写作单元以模块的方式展示了一系列商务文档，为学生提供了按一系列相关格式写作的机会。

阅读 (Reading)

每单元都包含一篇原汁原味的文章，这些文章来源于报刊、广告或公司的发行物，经过了认真挑选，考虑了信息的清晰度、语法难易程度、词汇密度和句法因素。因为是真实文章而不是专为中级以下的学习者专门撰写的，并且展示了语言在实际中的运用，所以可能有学生不熟悉的词汇。文章下方对学生理解有困难的单词提供了注释。总的来说，练习是根据学生的水平进行分级的，而文章不是。因此，必须鼓励学生把重点放在完成练习需要用到的文章段落上，而不要过多考虑那些对理解全文无关紧要的个别词语、短语或结构。采用这些策略可以帮助学生锻炼“攻克文章”的技能，这些技能可以举一反三用到任何一篇原汁原味的文章上。

听力 (Listening)

与阅读部分类似，听力材料也全部是未加任何标注的真实商务文章。但是，提问者的问题专门用来引发直截了当的回答，说话者的回答也力求避免使用复杂的语法结构，教师需要鼓励学生把重点放在练习上，而不是分散注意力的内容上。

词汇 (Vocabulary)

每单元的词汇通常取自前面的文章，练习的重点是通过观察词的构成、同义词、词语搭配、复合词和复合形容词系统地学习单词，同时，通过观察与每个单元主题相关的词组来扩展商务词汇。这样，词汇学习就处于不断的循环中，在练习册中可以得到进一步的练习。

跨文化比较 (Cross-cultural Comparison)

这一部分用于提高学生的跨文化意识，让他们明白世界各国对于商务的观点各不相同。对于多语种的学生群体来说，这一部分给他们提供了一个分享各自不同观点的机会。对于单语种的学生群体来说，这一部分给他们提供了一个思考的机会，去发现世界上其他地方的人们如何看待商务中的某些方面。用于讨论的话题经过精心设计，促进学生间观点的交流，提高他们的流利程度并对词汇进行复习。

商务沟通 (Business Communication)

这一部分多为口语练习，要求学生用英语“做生意”。让学生完成实际任务，例如介绍信息、打电话、描述趋势和谈判。这些练习经过精心设计，适合学生的水平，也给他们提供了挑战性地运用所有语言知识的机会。

最后练习 (Final Task)

最后一个活动用来让学生实际运用在本单元学到的商务知识、语法和词汇。通常为口语练习，学生两人一组作简短介绍，完成电话对话，参加社会活动，讨论公司或产品，以及谈判。该练习将每个单元的各部分集中在一起，使学生巩固所学的知识。

练习册介绍

理论基础

《新视野商务英语(上)》的学生用书帮助学生完成整个学习过程,练习册则提供进一步的辅助和更多的练习材料。练习册中的一系列自我检测练习将重点放在学生用书中提到的语言点上。这些练习使学生能够及时回顾各单元的词汇以及已经掌握的主题知识。对每个单元出现的语法进一步提供练习。学生可以在课外做这些练习,也可以把它作为课堂活动的扩展。练习册提供的答案帮助学生检查自己的答案是否正确。教师如果认为学生还没有完全理解或还没有学会正确使用某个结构,可以有选择地引导学生完成某个练习,学生也可出于同样的目的自己选择某个练习。

商务写作单元

练习册的主要特色之一是它的四个商务写作单元。每一单元都是以学生用书中的结构写作大纲为基础,并提供了商务文件写作指导和练习,让学生熟悉一系列广泛的商业函件。这些文档与学生用书中的12个单元相互参考,提供了与每个单元的情景和主题相关的实际练习。

商务写作单元包括如下练习:

- 填写表格
- 写电子邮件
- 写传真
- 写信
- 写备忘录
- 写通知
- 写报告

练习册后面的商务写作部分给学生提供了上述各类文档的范例,每个范例都介绍了此类文档的功能以及写作方法。

Workbook Answer Key

Unit 1 Customers

Vocabulary

1 2 e 3 a 4 f 5 g 6 b 7 d

2 1 d—slow 3 b—badly-dressed
2 c—unfriendly 4 a—unhelpful

3 1 Service 2 service

Language Practice

1 1 e 2 b 3 c 4 d 5 a

2 1 indirect 3 direct 5 direct
2 direct 4 indirect

3 1 How much is a glass of wine?
2 Can/Could you tell me when the check-out time is?
3 Where is the restaurant?
4 Could you tell me what the rate of exchange for American dollars is?
5 Do you have a safe for my valuables?
6 Can/Could you tell me if the restaurant provides children's meals?
7 Is there a train station near here?
8 Can/Could you tell me if this is the way to the gym?

Writing

- 1 Good morning, I'm Dr Hoffman. I'm the hotel doctor. How can I help?
- 2 Can you tell me how to get to Buckingham Palace?
- 3 Can I have two beers and a Coca-Cola please?
- 4 Excuse me, do you speak Polish?
- 5 Is Christmas Day a Saturday this year?
- 6 Hello, is that the Hotel Europestar? Can I make a reservation for next March?
- 7 I want to hire a car. Do you have a BMW?
- 8 When is the next train to Brussels?
- 9 There is a special day trip on the River Seine tomorrow. Would you like to come?
- 10 Can you tell me if the restaurant serves Italian or French food on Wednesday?

Business Communication

- 1 Would
- 2 Shall
- 3 Can
- 4 Would
- 5 Can
- 6 Shall, would

Unit 2 Companies

Vocabulary

1 1 True 3 False
2 True 4 False

2 1 manufacture 3 launch 5 operation
2 preparation 4 expand 6 compete

3 1 manufacturer 3 expansion 5 preparations
2 operates 4 compete 6 launch

Language Practice

1 1 manufactures 4 owns
2 launches 5 is looking
3 is expanding

2 Maria and Isabella are marketing officers for Sony. They design advertising campaigns. Today they are not designing campaigns. They are meeting executives from Japan and discussing company strategy.

3 1 Where is the new sales office and shop
2 What are they doing at the moment
3 Is the new computerised ordering system working
4 What does Phil Murphy need
5 When does Phil Murphy want someone to come to the sales office in Manchester

Writing

- 1 ... Mercedes Benz is an example of one which manufactures high-quality cars.
- 2 ... Others do not.
- 3 ... The company also makes shirts and jackets.
- 4 ... It has restaurants all over the world.
- 5 ... Benetton is one of them.
- 6 ... They are found in all major capital cities.

Reading

1 1 f 2 a 3 d 4 e 5 c 6 b

2 1 False 3 True 5 False
2 False 4 True

Unit 3 Travel

Vocabulary

- 1

1 is visiting	4 is holding
2 is planning	5 is running
3 booking	6 are throwing
- 2

1 Swiss	5 Thai
2 France	6 China
3 Greek	7 German
4 Holland	8 Saudi Arabia
- 3
 - 1 Chinese, Saudi
 - 2 France, Holland
 - 3 Greek, Dutch and German
 - 4 Thailand and China
 - 5 French
 - 6 Swiss

Language Practice

- 1

1 are visiting	9 is not working
2 are arriving	10 is having
3 are giving	11 is meeting
4 is travelling	12 are attending
5 is visiting	13 are not leaving
6 is not accompanying	14 is returning
7 is staying	15 is not leaving
8 is interviewing	
- 2
 - 1 When is he arriving in Barcelona
 - 2 He is discussing the new hotel building project with the local management
 - 3 When is he visiting the building site
 - 4 He is discussing the plan with local politicians
 - 5 When is he leaving

Business Communication

- 1
 - 1 How do you do?/Pleased to meet you.
 - 2 My name's/I'm Philip.
 - 3 Pleased to meet you.
- 2 1 b 2 a 3 e 4 c 5 d
- 3 1 a 2 a

Unit 4 Troubleshooting

Vocabulary

- | | |
|-----|-----|
| 1 g | 5 a |
| 2 c | 6 e |
| 3 f | 7 d |
| 4 b | 8 h |

Reading

- 1 True
- 2 True
- 3 False
- 4 True
- 5 False

Language Practice

- 1
 - 1 EBP **should use** a troubleshooter.
 - 2 EBP **ought to change** its plans.
 - 3 **Should** Mark Green change the company?
 - 4 EBP **ought to be** a strong company.
- 2
 - 1 EBP ought to have a new strategy.
 - 2 The company should not lose money.
 - 3 Should they appoint management consultants?
 - 4 Should he use the Progress Consulting Group?
- 3 2 e 3 c 4 a 5 b 6 d
- 4
 - 2 EBP should not give only 10% discount. They should give 20%.
 - 3 EBP should not publish 200 different books. It costs them a lot. They should focus on the best selling 100.
 - 4 EBP should not focus their sales only on business people. They should also sell to business students.
 - 5 EBP should not only use traditional sales techniques. They should set up a website for sales.
 - 6 EBP should not only sell in Britain, France, Germany and Spain. They should expand into Eastern European markets.

Writing

- 1 They should/ought to read 'Writing for Business—The business person's guide to good report writing' in order to learn how to write a report.
- 2 He should/ought to read 'Using a management consultant to analyse your situation' to find out.
- 3 She should/ought to read 'Seven easy ways to be successful at work' so that she can be successful.
- 4 They should/ought to read 'The Future is now!—Planning a long-term strategy for your business' in order that they can make plans.

Unit 5 Company History

Vocabulary

- 1 1 e 2 d 3 a 4 f 5 b 6 c
- 2 1 d 2 c 3 b 4 a

Language Practice

- 1

/t/: increased, launched, focused, helped, introduced, backed, watched, worked
/d/: arrived, travelled, prepared, offered, planned, tried
/ɪd/: expanded, completed, provided, reported, visited
- 2

1 took	6 throw	11 leave
2 make	7 met	12 held
3 bought	8 found	13 speak
4 give	9 sell	14 brought
5 ran	10 sent	

- 3
- | | | |
|----------|---------------|----------|
| 1 makes | 8 gave | 15 found |
| 2 sends | 9 spoke | 16 met |
| 3 sent | 10 enjoyed | 17 were |
| 4 went | 11 go | 18 threw |
| 5 bought | 12 meet | 19 left |
| 6 ran | 13 don't make | |
| 7 held | 14 was | |

- 4
- When did Karl Toosbuy set up ECCO
 - What did ECCO do in 1978
 - Where was ECCO's first overseas factory
 - When did Vagn Therkel become Managing Director
 - Why did ECCO begin production in Thailand

Writing

- 1
- | | | |
|------------|-----------|---------|
| 1 Firstly | 3 Then | 5 Today |
| 2 Secondly | 4 Finally | |
- 2
- First of all Eugene Schueller established L'Oréal in 1907. He sold hair dye to hairdressers.
 - Then in 1957 Eugene Schueller died. The new boss Françoise Dalle expanded into manufacturing.
 - After that in 1963 she launched the company on the stock market.
 - Next in 1973 L'Oréal bought the chemicals company Synthélabo.
 - Finally in 1988 the new boss Lindsay Owen-Jones planned to double the size of the company.
 - Today L'Oréal is expanding.

Reading

The correct order is: c, e, d, a, f, b

Unit 6 Retailing

Vocabulary

- 1
- | | | | | | | |
|-----|-----|-----|-----|-----|-----|-----|
| 1 a | 2 c | 3 g | 4 d | 5 f | 6 b | 7 e |
|-----|-----|-----|-----|-----|-----|-----|
- 2
- manufacturer's
 - supermarket
 - consumers
 - mail-order catalogue
 - department store
 - Shopping Channel
 - Internet

Language Practice One

- 1
- Countable: barcode, manufacturer, counter, margin, retail outlet, warehouse, department
- Uncountable: competition, information, work, luggage, transport, mineral water, packaging

- 2
- | | | |
|------------|------------|-------|
| 1 a | 5 a | 9 the |
| 2 Ø | 6 the, the | 10 a |
| 3 the | 7 a, the | |
| 4 the, the | 8 Ø | |

- 3
- | | | |
|------------|------------|-------|
| a the, the | e the, the | i a |
| b the | f the | j the |
| c the | g the | |
| d a | h the | |

2 a 3 h 4 e 5 b 6 i 7 c 8 f 9 d 10 j

Language Practice Two

- 1
- | | | |
|----------------|---------|---------|
| 1 where | 4 where | 7 which |
| 2 which, where | 5 which | 8 who |
| 3 who | 6 where | |
- 2
- On the second floor there is an electrical appliance department which sells fridges, washing machines and TVs.
 - In the children's play area there are special members of staff who look after the children.
 - Brin Bros is a big department store which has about 10,000 customers every day.
 - On the ground floor there is a cosmetics department where customers can buy all the leading brands such as L'Oréal.
- 3
- L'Oréal, which
 - Virgin Atlantic, who
 - DHL, which
 - Sony, which
 - McDonald's, which
 - Bic, which
 - The *Financial Times*, who
 - Benetton, who
 - Levi Strauss, where
 - Ford, which
 - Mercedes Benz, which

Business Communication

- The correct order is: b, d, a, e, c
- The correct order is: b, e, c, f, a, d

Unit 7 Products

Vocabulary

- 1
- | | |
|----------------|------------------|
| 1 manufacturer | 7 worker |
| 2 operator | 8 troubleshooter |
| 3 planner | 9 reporter |
| 4 programmer | 10 wholesaler |
| 5 visitor | 11 advertiser |
| 6 analyst | |

- 2
- Fast moving consumer goods: mineral water, sweets, tissues, cigarettes

Consumer durables:

stereo, microwave oven, telephone, fax machine

3

- Features:** It is the lightest off-road bike available in this country; easier to stop—with its faster brakes; stronger—with its new design; more comfortable—with its new seat; more stylish—choose from 25 colours
- Benefits:** It gives you all the high quality you expect from a ZEPHYR bike; cheaper than you think

Language Practice One

- 1 large, round, glass, IKEA dining table
- 2 Correct.
- 3 pocket-sized, black, Japanese, steel CD player
- 4 beautiful, high, dark, French, wooden bookcase
- 5 stylish, 65cm, blue Off-Road Roughneck ZC7 bike
- 6 small, very bright green and yellow, woollen, Benetton jumper
- 7 upright, yellow, Dyson vacuum cleaner

Language Practice Two

- 1
 - 1 I think you should buy one at Benetton. They are more stylish and warmer.
 - 2 I think you should get Levis. They are more fashionable and sexier.
 - 3 I think we should buy a Dyson. They are more efficient and more effective.
 - 4 I think you should use DHL. They are faster and more reliable.
 - 5 I think she should read the *Financial Times*. It is more accurate and better.
 - 6 I think you should fly Virgin Atlantic. They are quicker and more comfortable.
 - 7 I think you should get Zephyr Cycles Roughneck ZC7. They are stronger, more comfortable, more stylish and cheaper.
- 2
 - 1 Peter is buying a Zurich Financial Services Pension. It isn't as convenient as some other pensions, but he thinks it is better.
 - 2 Norbert is buying a Sony Stereo. It isn't as loud as some other stereos, but he thinks it is more stylish.
 - 3 Anna is buying a Skoda car. It isn't as luxurious as some other cars, but she thinks it is more reliable.
 - 4 Nicholas is buying a Dyson vacuum cleaner. It isn't as light as some other vacuum cleaners, but he thinks it is more efficient.
 - 5 Maria is buying a new EBP business book. It isn't as easy to understand as some other books, but she thinks it is more useful.

Reading

- | | | |
|---------|---------|----------|
| 1 True | 5 False | 9 True |
| 2 True | 6 False | 10 False |
| 3 False | 7 False | |
| 4 False | 8 False | |

Writing

- | | | | |
|---|-----|-----|-----|
| 1 | 2 h | 5 a | 8 e |
| | 3 d | 6 g | |
| | 4 f | 7 b | |
- 2
 - 2 All serious business people read the *Financial Times* **because** it provides accurate and reliable information about business./All serious business people read it **because** the *Financial Times* provides accurate and reliable information about business.
 - 3 The company's strategy was very unclear. **As a result** the new Managing Director called in a firm of troubleshooters.
 - 4 The new parent company wanted to boost sales **so** they opened a website.
 - 5 The company wanted to cut production costs. They **therefore** invested in new technology for the factory which was cheaper.
 - 6 The Roughneck ZC7 is cheaper and lighter than other bikes **so** it is the most popular with customers.
 - 7 **Because** e-commerce is becoming more popular, shops are losing business./Shops are losing business **because** e-commerce is becoming more popular.
 - 8 There can be a big culture gap between people from different countries. **As a result** it can be hard to do business abroad.

Unit 8 People

Vocabulary

- | | | |
|---|---------------------|---------------|
| 1 | salary: | tick Bruno |
| | achievement: | tick Michael |
| | social interaction: | tick Charles |
| | status: | tick Patricia |

- | | | |
|---|-----------------------|--------------------|
| 2 | 1 higher productivity | 3 job satisfaction |
| | 2 style of management | 4 asset |

Language Practice One

- 1
 - 1 He is going to like the new manager.
 - 2 She is not going to like her new job.
 - 3 Are they going to Tokyo next month?
- 2
 - 1 She is going to leave next week because of the confrontational culture in her present job.
 - 2 They are going to stay because of the job satisfaction here.
 - 3 I am not going to leave because of the social interaction at my office.
 - 4 She is not going to be happy because of the competition at work.
 - 5 They are going to be satisfied because of the flatter organisation with their present employer.

Reading

1 1 b 2 c 3 d 4 a

2 1 False 2 False 3 True 4 False

Language Practice Two

1 1 will happen 5 will not be
2 will not like 6 will become
3 will help 7 will use
4 will mean 8 will not be able to

a True c False e True
b False d False f True

2 1 He will not go to Hungary next month.
2 Correct
3 Will she meet the local workers when she comes here?
4 Correct
5 Correct
6 It will not be possible for us all to go on the trip.

Writing

- Beatrice will like the location and the teamwork at Euro Bank. However she won't like the salary and the business travel.
- Although Carmen will like the individual responsibility and the location at London Bank, she won't like the weekend working and the exams.
- Denis will like the training and the exams at London Bank but he won't like the location.
- Jordi won't like the individual responsibility at NY Corp. However he will like the salary and job security.
- Although Henri will like the location and job security at NY Corp, he won't like the individual responsibility.
- Stefania will like living and travelling in Europe but she won't like the lack of responsibility and low salary at Euro Bank.
- Although Juliet will like the training and the chance to get more qualifications she won't like the individual responsibility and lack of travelling at London Bank.
- Daniel will like the responsibility and weekend work at NY Corp. However he won't like living outside Europe and the lack of travel.

Unit 9 Business Environment

Vocabulary

1 analysis analyst analytical unanalytical
employment employer employed unemployed
unemployment employee employable unemployable

2 1 economic 4 employees
2 uneconomic 5 unemployable
3 unemployment 6 analytical

3 1 d 4 e 7 h
2 c 5 a 8 b
3 f 6 g

Reading

- In Liverpool and Lyons.
- Eastern Europe.
- Because of the state of the Western European economy.
- No, they are not.
- No, they don't.

Language Practice One

1 probably 4 probably 7 Perhaps
2 Perhaps 5 may 8 might be
3 might be 6 probably 9 may

Language Practice Two

1 1 makes 6 are sold
2 are made 7 is imported
3 are produced 8 is
4 are employed 9 needs
5 are supported 10 are manufactured

- 1 Clothes are made in Europe.
2 Good clothes are made by other companies in Asia.
3 Many changes to the business environment are caused by new technology.
4 Before clothes leave the factory they are checked carefully at quality control.
5 Lots of orders are taken through the company's new website.

Writing

- In Eastern Europe the company will pay low taxes, and in addition it will gain from good availability of labour.
- In Western Europe the company pays high taxes, it experiences poor availability of labour too.
- In Eastern Europe the company will gain from good availability of labour. It will also benefit from easy access to raw materials.
- In Western Europe the company pays high labour costs, it suffers poor access to raw materials as well.
- In Eastern Europe the company will achieve low labour costs, and in addition it will gain easy access to raw materials.
- In Western Europe the company experiences a weak economy. It also suffers poor access to raw materials.
- In Eastern Europe the company will benefit from a strong economy, it will find good availability of labour as well.
- In Western Europe the company experiences a weak economy, it suffers poor availability of labour too.

Business Communication

- 1 b 2 c

Unit 10 Finance

Vocabulary

- Across: 3 rate 5 annual 7 offshore 8 results
Down: 1 fall 2 turnover 4 tax year 5 account
6 profit

Language Practice One

- 1 1 a 2 b 3 b 4 a 5 c 6 a 7 c

- 2 1 a 2 b 3 a

- 3 2 third 3 fifth

Language Practice Two

- 1 arose 3 raise
2 rose 4 rise

Writing

- 1 Rephrasing: a, b, c, f
Exemplifying: d, e, g

- 2 2 f 3 c 4 g 5 d 6 a 7 e

Business Communication

- 1 1 a 2 d 3 j 4 e 5 i 6 b 7 f 8 c
9 h 10 g

- 2 1 'm certain/sure that 4 'm certain/sure that
2 'm certain/sure that 5 'm certain/sure
3 might/may 6 it's likely that

Unit 11 Corporate Responsibility

Vocabulary

- 1 1 c 2 b 3 d 4 e 5 a

- 2 1 ethical
2 environmental
3 a powerful
b powerless
4 sceptical

- 3 1 ethical 3 powerless, powerful
2 environment, environmental 4 sceptical

Language Practice One

- 1 1 is, will adopt
2 adopts, will pay
3 are, will support
4 support, will not be
5 are not, will fall
6 fall, will need
- 2 2 What will happen if UCG adopts an ethical policy
3 What will people do if they are concerned about the environment
4 What will happen if consumers support the campaign
5 What will happen if the Nimrod and Achilles brands are not successful
6 What will happen if UCG's profits fall

Language Practice Two

- 1
verb + -ing: like, dislike, delay, finish,
include, practise, risk, suggest
verb + to infinitive: arrange, decide, expect, help,
manage, promise, plan, want
verb + infinitive without to: could, might, must, should

- 2 1 to proceed 9 to meet
2 to delay 10 realise
3 listen 11 to introduce
4 being 12 paying
5 to avoid 13 losing
6 arguing 14 to change
7 to negotiate 15 to return
8 arrange 16 charging

Reading

- 1 False 3 True 5 False
2 False 4 False

Writing

- 1 Both AFG and Zephyr Cycles have good working conditions in Europe.
2 Both UCG and International Fibres use child labour.
3 Both Euro Bank and International Fibres have a poor environmental record.
4 Both Zephyr Cycles and International Fibres pay on time.
5 Neither AFG nor Zephyr Cycles use child labour.
6 Neither London Bank nor UCG have good working conditions in Europe.
7 Neither Euro Bank nor International Fibres have a good environmental record.
8 Neither London Bank nor UCG pay on time.