

Double Dealing

ADVANCED BUSINESS ENGLISH COURSE

全景商务英语


高级教程 Student's Book
学生用书



James Schofield & Evan Frendo

 上海外语教育出版社
外教社 SHANGHAI FOREIGN LANGUAGE EDUCATION PRESS
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James Schofield and Evan Frendo
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Evan Frendo and James Schofield

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前 言

《全景商务英语》(*Double Dealing*)是一套集商务英语语言知识和商务技能于一体的情景式商务英语教材。该教材突出了“以人为本”的特点,设计风格独特,内容新颖,不仅为学习者提供了系统的英语语言知识,还通过各种真实的商务活动为学习者提供了丰富的商务场景,使他们可以有效地提高运用英语进行商务活动的的能力。与国内已引进的同类教材(《剑桥国际商务英语》、《新视野商务英语》等)相比,这套教材除具备与它们一样的特点,即语料真实、内容丰富、练习形式多样外,还具有以下几个主要特色:

- 趣味性和激发性较强。整套教材的内容设计和编排十分独到,各册分别以某国际公司的运作为主线,通过公司运营中的各种问题,以及公司内部、公司与客户之间、公司与合作伙伴之间的各种交流活动,将一个个鲜活的故事、案例和对话等贯穿全书,各单元间章章相连,环环相扣,这样不仅可以有效地激发学生的学习欲望,还可以使学生有身临其境之感,在体会激烈的商场竞争的同时,自觉地提高自己用英语进行商战的能力。这种编排手法在一般同类教材中尚不多见。
- 注重跨文化意识的培养。这套教材的各单元均设有“Cross-cultural Focus”项目,针对各种不同文化背景下的商务观点、商务沟通方式以及商务行为等,提供了大量真实的案例,系统地介绍了跨文化商务知识,并辅之以各种强化训练活动。因此,这套教材较为注重系统地培养学生在国际商务活动中的跨文化意识和跨文化交际能力。
- 注重学习能力的培养。这套教材以形式多样且饶有趣味的“Review”和“Personal Data Bank”练习项目来结束各单元的商务活动,旨在帮助、引导学生总结单元知识与相关技能。这样的设计不仅有利于巩固学生所学的知识与技能,更有利于帮助他们培养良好的学习习惯和有效的学习策略。

《全景商务英语》(*Double Dealing*)这套教材完全以满足学习者的需求为目的,其内容的设计与编排融知识性、趣味性、理论性和实用性于一体。各单元主题明确,

情节鲜活，语言地道，结构合理，图文并茂，生动有趣；从开始的导入性练习到最后的总结活动，各部分内容精练，并且讲练结合，通过听、说、读、写等多角度强化商务英语语言知识的学习和商务技能的训练。因此，如能切实掌握教材中的有关知识和技能，还将有助于学习者通过BEC（剑桥商务英语证书考试）和TOEIC（托业考试）等类型的考试。

《全景商务英语》（*Double Dealing*）这套教材分为初级教程、中级教程和高级教程，分别由学生用书和教师用书组成。该教材可作为国际经贸、国际金融以及商务英语等专业的教材，也可作为大学英语选修课的教材，还可作为商界人士学习使用或相关行业培训的教材。

杨翠萍

上海对外贸易学院

Introduction

While we were developing and testing *Double Dealing Advanced*, the students we work with asked us a lot of questions about the book and why we were writing it. Some of these questions are ones you might also have, so we've collected them together with our answers for you to read.

WHO IS *DOUBLE DEALING ADVANCED* FOR?

It is an advanced business English course for people in business and students of business.

WHAT DOES *DOUBLE DEALING* MEAN?

Double dealing means tricking or cheating. The book follows two consultants, Macey Church and Kirill Solokov, as they travel around the world helping their company's clients deal with issues such as fraud, conflict management, a company takeover and project management.

WHAT'S IN *DOUBLE DEALING ADVANCED*?

10 class units (5 paired A and B units) with authentic business speaking, listening, reading and writing tasks, cross-cultural topics and business simulations.

- Five important consultancy areas (recruitment, fraud, mergers and acquisitions, conflict management, project management) based on real-life events
- Audio scripts for all the class units
- A list of key vocabulary
- Five Self-study units for homework – including listening, reading, writing and speaking activities – together with answers and audio scripts
- Audio CDs with all the listening tasks for the class and the Self-study units

WHAT MAKES *DOUBLE DEALING ADVANCED* SPECIAL?

- *Authentic business vocabulary and language* The book has the language you need to do your business in English.
- *Storyline* This is interesting and motivating. You will enjoy improving your English because you will want to find out what happens next to Macey Church and Kirill Solokov.
- *Cross-cultural themes* Why do we behave in one way and people from other cultures behave in another? This fascinating topic is a big part of the course.
- *Business focus* This section links the language of the course with up-to-date ideas from the world of management training.
- *Self-learning* As well as the Self-study sections, the book has the Personal Data Bank sections which will help you organise the new language you learn so you can access it more easily.
- *Variety of accents* A wide range of native and non native English accents – just like the real world.

Have you got any more questions? If you have, then write to us at info@summertown.co.uk. We will answer your questions as soon as we can.

We had a lot of fun writing *Double Dealing Advanced*. We hope you have just as much fun using it and improve your English at the same time. We think you will.

James Schjefels

Evan Frendo

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Capstan Consultants is a London-based company that provides specialists for short-term consultancy contracts. They have selected two people from their staff to work in the newly-formed Special Projects Team. The two new team members will travel around the world at short notice providing customers with rapid and accurate analyses of problems, plus solutions.

1 Selection (A)

In this unit we practise:

- business briefing – describing strengths and weaknesses
- business language – selecting job candidates
- business case study – creative thinking

BUSINESS BRIEFING

1 What do you know about your classroom partner? Complete the information and get ready to introduce him or her to the class.

He / She was born in (town) ...	
When she / he was 14 his / her favourite pop group was ...	
The first person he / she fell in love with was called ...	
He / She spends most of his / her time ...	
She / He thinks her / his best character feature is ...	
She / He thinks her / his worst character feature is ...	
She / He really likes ...	
He / She really hates ...	
In five years she / he hopes that ...	
Her / His dream job would be ...	



Story

Capstan Consultants is a company that provides specialists for short-term consultancy contracts. They want to select two people from their staff to set up a Special Projects Team.

2 Look at the description of the tasks that the new Special Projects Team members at Capstan will have to do. What qualifications and characteristics should the ideal candidates have?

Candidates should have an MBA.

Tasks:

- Travel at short notice to customers worldwide
- Deal with project management, fraud detection, mergers and acquisitions
- Interview and work with personnel at all levels on the customer side
- Provide customers with rapid and accurate analysis of problems plus solutions



3 Listen to these four candidates being interviewed for jobs in the new team. For each interview find out the main reason why the candidate thinks they would be suitable for the job (from the list a–g) and what the candidate thinks is their greatest weakness (from the list h–n). Listen twice.

Suitability for the job:

- 1 Macey Church: g
- 2 Florian Moser:
- 3 Jenny Turner:
- 4 Kirill Solokov:

- a intercultural experience
- b sociable
- c flexible
- d reliable
- e dynamic
- f attractive
- g honest

Candidate's greatest weakness:

- 1 Macey Church: i
- 2 Florian Moser:
- 3 Jenny Turner:
- 4 Kirill Solokov:

- h impatient
- i tactless
- j selfish
- k vain
- l arrogant
- m naïve
- n lazy

4 Which two candidates would you select? Why?



Did you know ... ?

When applying for a job there are four key elements that influence selection: appearance, experience, qualifications and personality.

- 1** Match appropriate adjectives from the box to the different key words. Some adjectives can be used more than once.

(un)tidy academic aggressive attractive
 assertive creative dynamic excellent
 extrovert first-hand flexible hands-on
 ideal neat practical quiet scruffy
 smart useful wide



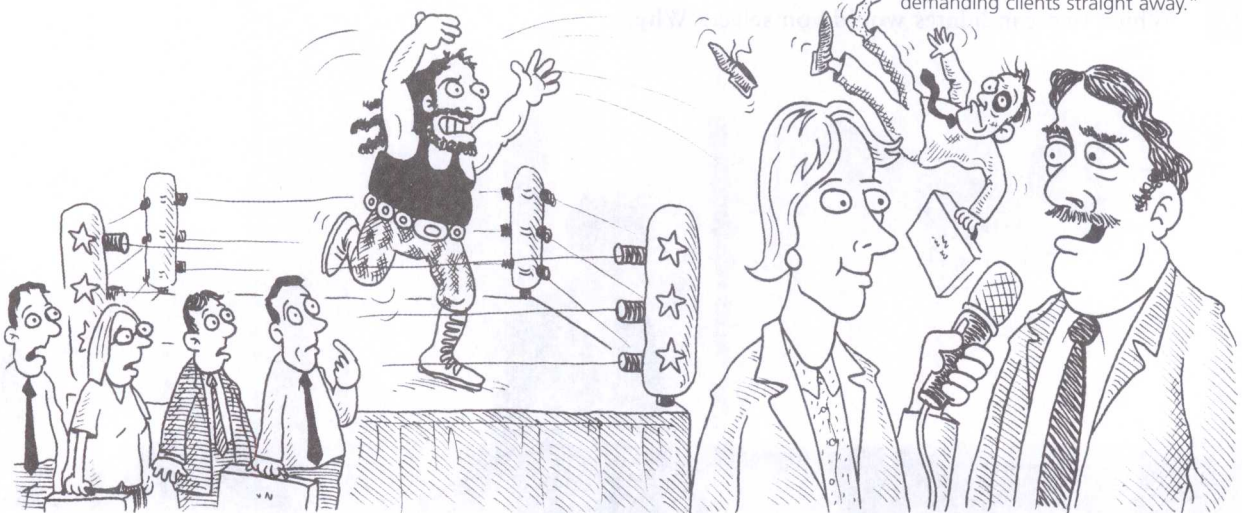
appearance	experience	qualifications	personality
smart
.....
.....
.....
.....
.....
.....
.....

- 2** Which of the words in the box are positive and which are negative ways of describing people? Are some of them both positive and negative? How can you tell the difference?

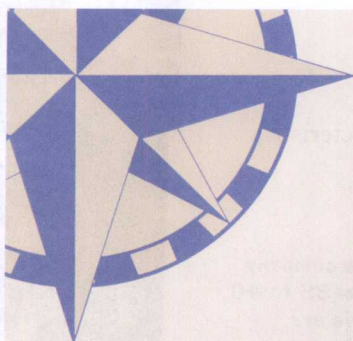
- 3** For each of the four key words select an adjective that fits you and write a sentence explaining why it fits.

*I have a lot of first-hand experience dealing with clients;
 I meet them every day.*

"... and we like our trainee consultants to get hands-on experience with some of our more demanding clients straight away."



- 4 Read the advertisement below for the two jobs in Capstan Consultants. Choose suitable words from activity 1. Make any necessary grammatical changes.



Capstan Consultants

INTERNAL APPOINTMENT

Carly Fiorentina, head of the newly-formed Special Projects Team (SPT), is looking for two ¹ *dynamic* consultants.

The successful candidates will be able to operate effectively in the areas of IT, fraud detection, conflict management, mergers and acquisitions, and project management. The job will involve extensive international travel so ² is also required.

Candidates should possess excellent ³ qualifications and at least three years ⁴ experience in at least two of the above-mentioned areas.

Suitable consultants will have a friendly ⁵ As you will be working with clients at the very highest level, a ⁶ appearance is essential.

Interested? Then contact c.fiorentina@capstan.com.

- 5 Choose a job from the list below and write a suitable advertisement for it.

Example:

'Big Ben School of English' requires a dynamic and creative teacher with excellent qualifications. The candidate must possess perfect communication skills and at least five years hands-on experience of teaching ...

- chauffeur
- luxury fashion line salesperson
- Fortune 500 company CEO
- bodyguard
- gas pipeline engineer for the Caucasus
- football commentator
- personal assistant to a Hollywood star
- English teacher

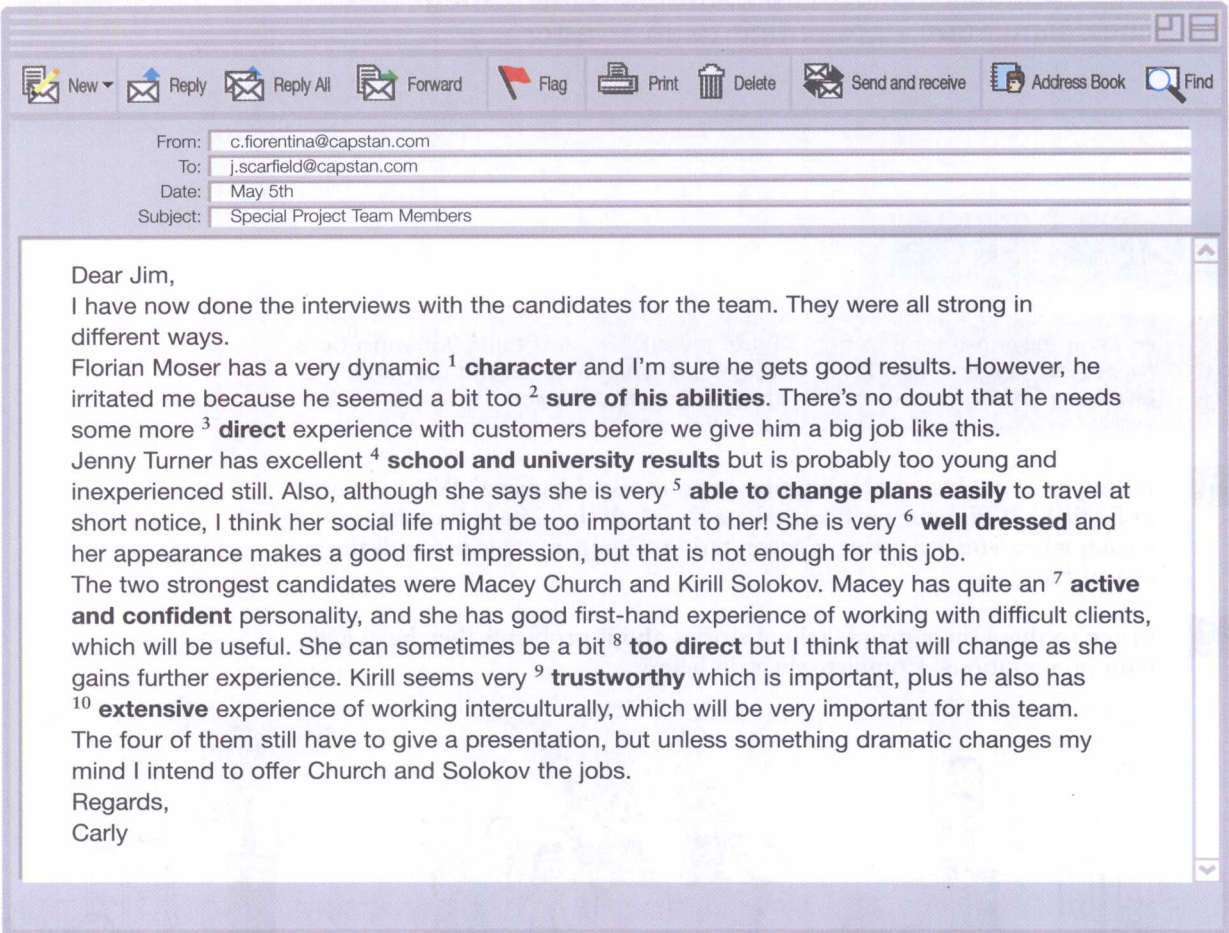


"I know the advertisement said they have top-quality staff, but this is ridiculous!"

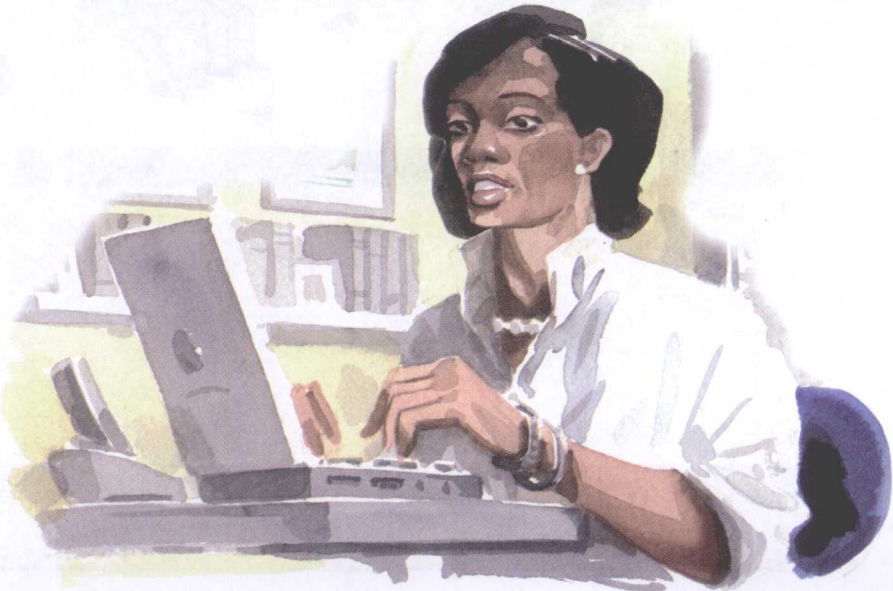
- 6 Exchange advertisements with your partner. Rewrite your partner's advertisement so that exactly the *opposite* adjectives are used, e.g. 'Big Ben School of English requires a lazy and boring teacher with terrible qualifications ...'
- 7 Write an advertisement for a job that would fit your appearance, qualifications, experience and personality perfectly. Choose a job that you are not already doing!

1 Carly Fiorentina is writing to her boss to report on the four candidates. Substitute the parts in bold with words from the box.

hands-on wide assertive flexible smart personality
 reliable extrovert tactless academic qualifications



- 1 personality.....
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10



2 Selection (B)

In this unit we practise:

- business focus – intercultural aspects of presentations
- business language – making presentations interesting
- business simulation – presenting to an investor

BUSINESS FOCUS

“As I was leaving this morning, I said to myself “The last thing you must do is forget your speech.” And sure enough, as I left the house this morning, the last thing I did was to forget my speech. *Rowan Atkinson*”

1 Have you ever given a presentation in your own language? What about in English? With your partner make a list of all the things that can go wrong when you are giving a presentation. Compare your list with the rest of the class.

2 Listen to these three people telling stories about problems they have had with presentations. Complete the grid below.



Carlos



Beth



Andy

	Where?	What happened?	Cause
1	San Francisco		
2			
3			

3 With your partner discuss what the three storytellers could, should or shouldn't have done to avoid their problems.

He should have checked who his audience were.

4 Different cultures have different ideas of what constitutes a good presentation. Discuss the different approaches in the list below and tick which would be seen as normal, different or unusual by somebody making a presentation in your culture and language.

The presenter ...	Normal	Different	Unusual
1 reads the presentation out loud from a sheet.			
2 starts with a joke and uses a lot of humour.			
3 gives a formal thanks to the organisers of the presentation – in particular their most senior representative.			
4 changes the point at least every fifteen minutes.			
5 uses a lot of text in the slides.			
6 uses a lot of pictures in the slides.			
7 stands at the front.			
8 walks around the room during the presentation.			
9 takes his jacket off and rolls up his sleeves.			
10 uses her arms and shoulders a lot to help emphasise her points.			
11 appeals to logic.			
12 appeals to the emotions.			
13 explains in detail the background to a topic.			
14 focuses only on the main point without much background.			
15 uses their index finger to point when stressing particularly important aspects.			

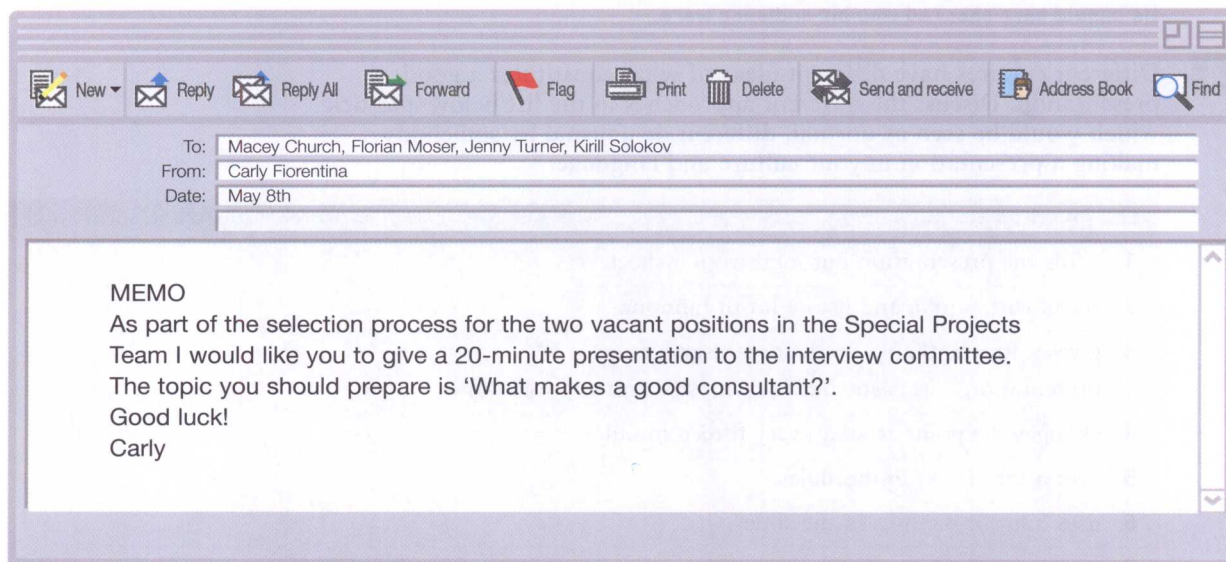
5 Find a partner and compare your responses in activity 4. Do you disagree because you come from different cultural backgrounds? Remember you could be from the same country, but have different cultural perspectives, e.g. male / female, industry, education. Try to explain your point of view to each other. Can you agree on a compromise?

Hot tip!
Remember that what is different is not necessarily bad.

6 In groups of three (using the list above and your own ideas) draw up some guidelines for how to make effective presentations to an international audience.

If the presentation language is English, follow the KISS rule - Keep It Short and Simple.

- 1 Read this memo. What do you think is the answer to the question in the memo? Discuss with the class.



- 2 Florian, Jenny, Kirill and Macey use four different techniques for making their presentation interesting. Listen to the four recordings and decide who uses each technique.

Technique	Example	Name	They said ...
Astounding fact	Did you know that ... US children spend half a billion dollars annually on bubble gum?		
Three-in-one	Successful project management means taking good care of the schedule, the money and the quality.		
Do-do	To really understand another culture you do have to live there for some time, and you do need to learn the language.		
What ... is	What I'd like to do is show you how you can become a millionaire in only six months.		

- 3 Listen again and note down what they say.

- 4 Look at these notes for parts of a presentation. Decide which technique you could use in order to present this information, and practise with your partner.

- a Ants lift 50 times their own weight = 4,000 kg for an average man
Did you know that an ant can lift up to fifty times its own weight?
If an average man could do that, it would be the equivalent of lifting 4,000 kg!
- b Work in a global company - speak English, team player.
- c Presentations are easy:
INTRODUCTION - tell audience what you want to say
MAIN BODY - tell them
CONCLUSION - tell them what you just said
- d US businesses produce enough paper to circumvent the world 20 times per day.
- e Marketing = price, product, place, promotion
- f Introduce unique yoga technique.
- g Travel to Antarctica - fit, dedicated
- h Need more teachers, not bigger classes.
- i Human brain 1.5 kg, elephant brain 7.5 kg
- j Explain changes in our society.

- 5 Think of an area of your work or study that you find interesting. Try using each of the four techniques to tell your partner something about it (you can invent something for 'The astounding fact' if you want!).

Did you know that every winter in Britain at least five teachers starve to death because their salaries are so low?

- 6 Carly makes a short presentation to Florian, Jenny, Macey and Kirill announcing her decision about who will join the Special Projects Team at Capstan Consultants. Who has she selected and which of the four techniques does she *not* use in her presentation?

- 7 Have a look at the list of standard phrases often used for presentations on page 85. Can you add any more to the different categories?

