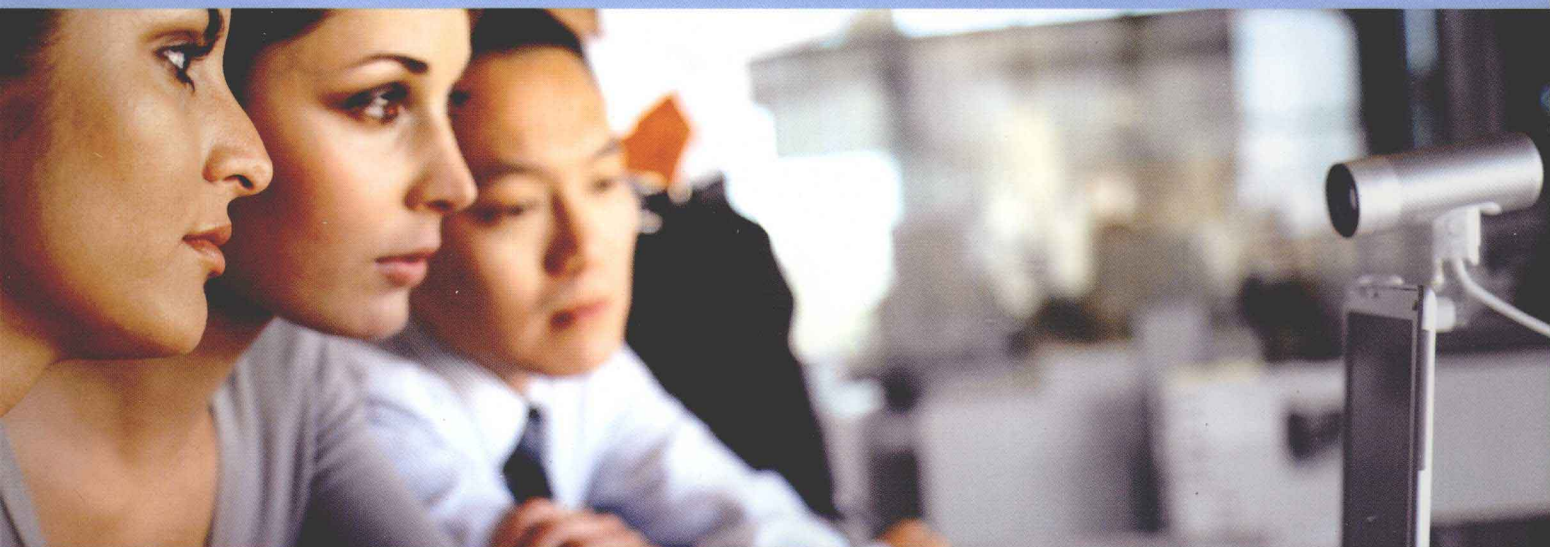


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新编剑桥商务英语 (初级)

学生用书

(第三版)



SUCCESS WITH **BEC**
STUDENT'S BOOK **PRELIMINARY**

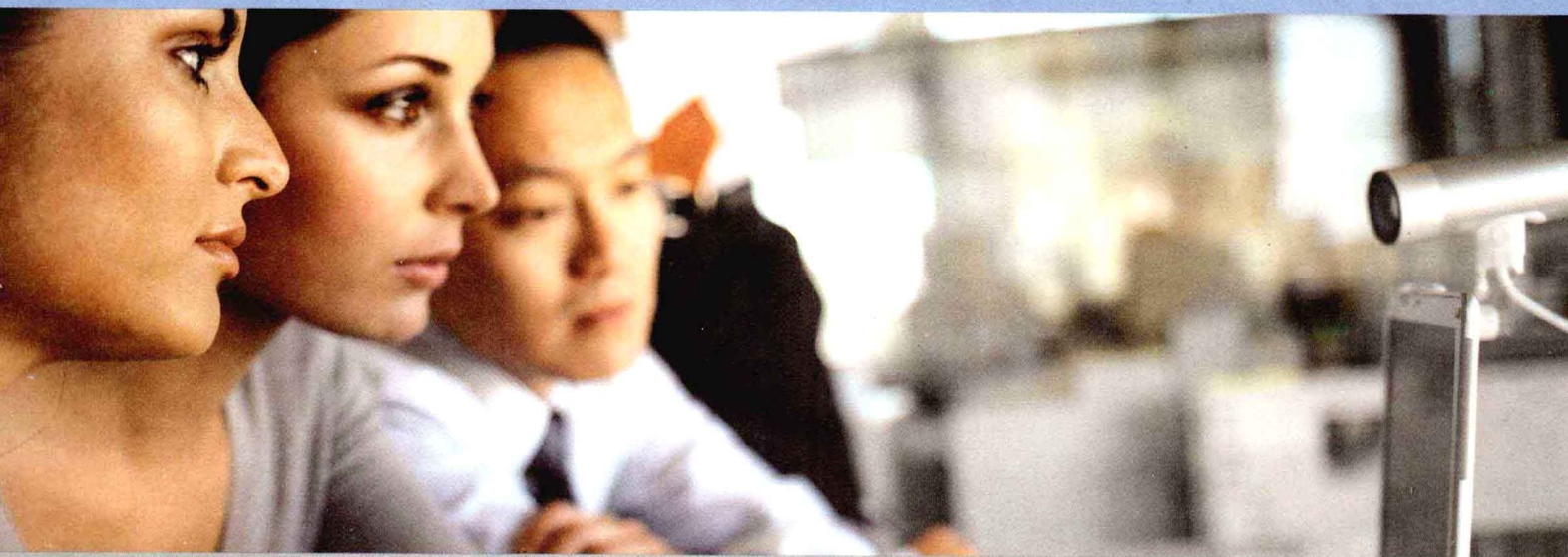
ROLF COOK AND MARA PEDRETTI
WITH HELEN STEPHENSON

适用于
BEC 与 BULATS
考试

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WITH BEC**

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P R E L I M I N A R Y

SUCCESS WITH **BEC**

THE NEW BUSINESS ENGLISH CERTIFICATES COURSE



S T U D E N T ' S B O O K

ROLF COOK AND MARA PEDRETTI

WITH HELEN STEPHENSON



CENGAGE
Learning™

MODULE	BUSINESS TOPIC	BUSINESS SKILLS	EXAM SPOTLIGHT
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2	2.1 Work in progress <i>page 16</i> Listening: New projects Grammar: The present continuous Reading: Temping is learning Speaking: Temporary jobs Vocabulary: Hiring and firing	2.2 Making arrangements <i>page 20</i> Listening: Arranging a meeting Writing: Confirming a meeting Grammar: Prepositions of time: <i>at, in, on</i> Writing: Accepting an invitation	2.3 Writing Test Format <i>page 24</i>
3	3.1 Company biography <i>page 26</i> Reading: The man behind McDonald's Grammar: The past simple Reading: Company profiles Speaking: Presenting your company	3.2 Company performance <i>page 30</i> Vocabulary: What companies do Writing: Press release Listening: Company structure Vocabulary: Production, sales and share prices Reading: An agency built on proactive processes	3.3 Listening Test Format; Listening Test: Part One <i>page 34</i>
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5	5.1 Career choices <i>page 46</i> Reading: Escaping the rat race Vocabulary: Money expressions Grammar: The present perfect Listening: Career changes	5.2 Achievements and plans <i>page 50</i> Reading: In-company communications Writing: Progress reports Reading: Talking about results Grammar: <i>going to</i> Listening: Negotiating a bank loan	5.3 Reading Test: Parts One to Three <i>page 54</i>
6	6.1 Business travel <i>page 56</i> Listening: Flight problems Grammar: Reported speech Reading: No card, no ticket	6.2 Travel arrangements <i>page 60</i> Vocabulary: Hotel amenities Writing: Booking enquiries Listening: At the hotel Listening: Arranging business travel Speaking: Making a booking Writing: Changes to flight details	6.3 Writing Test: Part One <i>page 64</i>

MODULE	BUSINESS TOPIC	BUSINESS SKILLS	EXAM SPOTLIGHT
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8	8.1 Manufacturing processes <i>page 76</i> Reading: Graffiti a problem? Just wash it! Grammar: The passive Vocabulary: Supply and demand Vocabulary: Production philosophies Reading: Just-in-Time	8.2 Problems and solutions <i>page 80</i> Listening: Solving problems Reading: Use a Smart Lid Grammar: <i>when</i> and <i>if</i> Vocabulary: Collocations with <i>problem</i> Speaking: We've got a problem	8.3 Speaking Test: Parts Two and Three <i>page 84</i>
9	9.1 The future <i>page 86</i> Reading: Press release from Hydrohybrid Grammar: The future: <i>will</i> for predictions Grammar: The first conditional Reading: Strategies for the future Listening: A strategy meeting	9.2 Meetings <i>page 90</i> Reading: Tropical storm hits Poland Listening: Crisis meeting Grammar: <i>will</i> + time clauses Speaking: Brainstorming Listening: Crisis strategy Vocabulary: Collocations with <i>meeting</i> Writing: Letter of apology	9.3 Reading Test: Parts Four and Five <i>page 94</i>
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11	11.1 Health and safety <i>page 106</i> Vocabulary: Signs Listening: A factory tour Grammar: Modal verbs: <i>must(n't)</i> and <i>(don't) have to</i> Reading: Why is it dangerous? Vocabulary: In your break Vocabulary: <i>go, play</i> and <i>do</i>	11.2 Reporting accidents <i>page 110</i> Grammar: The past simple and past continuous Listening: After the accident Reading: Theme park safety Speaking: Safety suggestions Writing: Information leaflet	11.3 Listening Test: Part Four <i>page 114</i>
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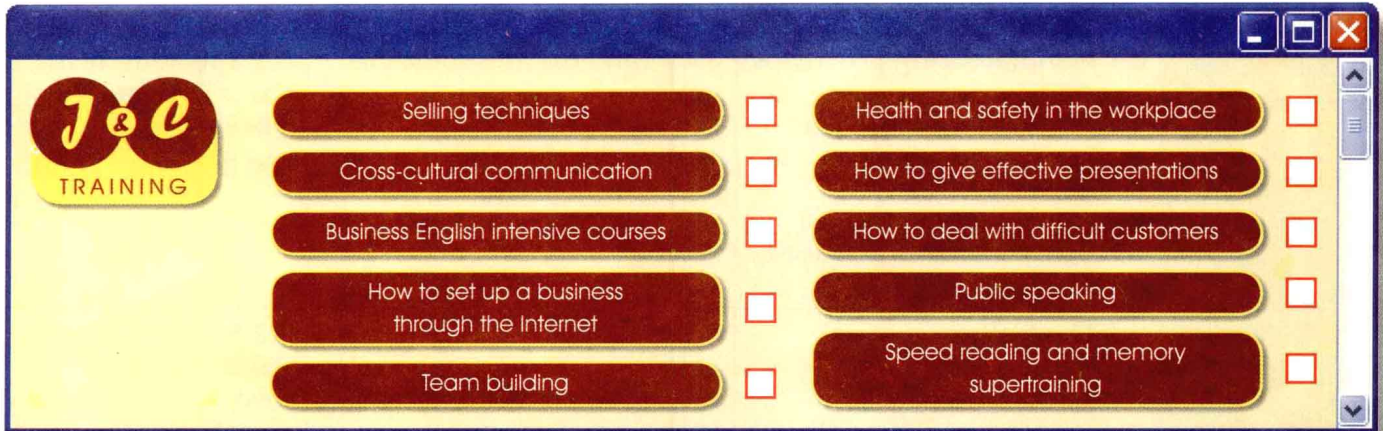
1.1

World of work

READING

Training and workshops

- 1 J&C Training is a company providing training for other businesses. Look at the courses J&C Training offers and tick the ones that you find interesting. Compare with a partner and explain why the courses interest you.



J&C TRAINING

Selling techniques	<input type="checkbox"/>	Health and safety in the workplace	<input type="checkbox"/>
Cross-cultural communication	<input type="checkbox"/>	How to give effective presentations	<input type="checkbox"/>
Business English intensive courses	<input type="checkbox"/>	How to deal with difficult customers	<input type="checkbox"/>
How to set up a business through the Internet	<input type="checkbox"/>	Public speaking	<input type="checkbox"/>
Team building	<input type="checkbox"/>	Speed reading and memory supertraining	<input type="checkbox"/>

- 2 Match the jobs (1-4) with their definitions (A-D).

- | | |
|----------------|---|
| 1 an author | A someone who talks at a public event |
| 2 a speaker | B someone who helps people to improve at a sport, skill or school subject |
| 3 a trainer | C someone who advises people on a particular subject |
| 4 a consultant | D someone who writes books or articles |

- 3 Read this profile about the owner of J&C and fill the gaps with the jobs in exercise 2.

**- about us**

J&C is a training consultancy for personal and professional development in the workplace. It is based in Oxford and it is run by Janet Coyte.

Janet is an experienced teacher and (1) _____. She runs courses and workshops for companies and universities. As a (2) _____, she helps business people overcome difficulties. She sometimes gives one-to-one sessions on the phone or via email.

She is the (3) _____ of several books, and she writes articles on public speaking and presentation skills. Janet is also an internationally accredited public (4) _____, and she gives motivational talks around the world. Clients of J&C say that their courses are entertaining, professional and very practical.

- 4 Read the five sentences from emails sent to J&C Training. Which requests can J&C help with?

- I want to study business English, but I can't travel to Oxford.
- Our university department needs some IT training. Can you help?
- I want to give a speech at my brother's wedding.
- I'd like some help with writing a novel.
- Our company would like some information on team-building weekends.

What does your job involve?


- 5** Five people from different companies are attending a J&C workshop on public speaking. Match their job titles (1-5) with their responsibilities (A-E). Write the correct letter A-E for each job.

Job titles

- 1 chief financial officer (CFO) _____
- 2 management consultant _____
- 3 personal assistant (PA) _____
- 4 quality manager _____
- 5 sales representative (rep) _____

Responsibilities

- A visits customers, leaves samples and supports the customer service department.
 B is responsible for testing new products and deals with customers' complaints.
 C interviews clients and gives them advice.
 D is responsible for the company's accounts, and controls money coming in and going out.
 E organises meetings and deals with correspondence.

- 6**  1.1 Listen to the five workshop participants introducing themselves. Complete the badges with the correct job title for each person.



- 7** Write two sentences which are true for you, using the expressions in exercise 5. Compare with your partner.

I deal with employees' problems.

The present simple

The present simple is used to talk about:

- permanent situations
Q: *What do you do?*
A: *I'm a sales rep. I work for a company that supplies computer software.*
- habits and frequency of activities
Q: *Do you often travel abroad?*
A: *Yes, I go to Italy two or three times a month.*
- timetables (with a time expression)
Q: *When does your train leave?*
A: *It leaves at 14:45.*

1 Complete the sentences with the present simple form of the verbs in brackets.

- 'What _____ your company _____?' (produce)
'It _____ electrical appliances.' (make)
- 'How many people _____ you _____?' (employ)
'We _____ 1,200 employees.' (have)
- '_____ you _____ your goods abroad?' (export)
'Yes, we do. We _____ all over Europe.' (ship)
- 'How often _____ you _____ staff meetings?' (have)
'Once or twice a month. We _____ them every week.' (not hold)
- 'What time _____ the meetings _____?' (start)
'They usually _____ at 11 o'clock.' (begin)
- '_____ Peta _____ you with your work?' (help)
'Yes, she does, but she _____ a lot of time.' (not have)

Adverbs and expressions of frequency

We often use these adverbs of frequency with the present simple:

always usually often sometimes rarely never

Adverbs of frequency usually go:

- before most verbs *She **often** prepares Power Point presentations.*
- after the verb *be* *He **is never** late.*

We also use expressions such as *once a week, twice a month, every Monday, on Thursdays*. These usually go at the end of the sentence.

*We have a staff meeting **every Monday / on Mondays / once a week.***

2 Put the words in the correct order to make sentences.

- meetings / month / we / every / have / two

- December / bonus / always / in / gets / a / he

- rarely / complaints / we / receive / any

- produce / catalogue / year / every / new / we / a

- she / schedule / behind / is / never

Work-life balance

3 Do you work or study too much? Or do you know how to balance your work with your life? Take this test to find out. Answer the questions by writing a number (0-5).

PERSONALITY QUIZ

HOW OFTEN ...

1	do you plan your day's activities?	<input type="checkbox"/>
2	do you sleep eight hours a night?	<input type="checkbox"/>
3	do you find time to relax during the day?	<input type="checkbox"/>
4	are you on time for appointments?	<input type="checkbox"/>
5	do you spend more than an hour on lunch?	<input type="checkbox"/>
6	do you see your friends at weekends?	<input type="checkbox"/>
7	do you do exercise or sports during the week?	<input type="checkbox"/>
8	do you read a magazine in the evening?	<input type="checkbox"/>
9	do you wake up full of energy in the morning?	<input type="checkbox"/>
10	do you laugh in a normal work day?	<input type="checkbox"/>
TOTAL SCORE		<input type="checkbox"/>

0 = never
 1 = seldom / rarely
 2 = occasionally
 3 = frequently / often
 4 = usually / normally
 5 = always

HOW TO INTERPRET THE SCORE:

41-50: Well done! You find it very easy to relax. But be careful – you are so relaxed that you are in danger of disappearing! Maybe you need to wake up and make sure people still know that you are there.

31-40: You find it quite easy to relax. People like being with you, because you are a positive presence.

21-30: You don't find relaxing very easy and life is a bit difficult for you.

11-20: You don't find relaxing easy at all – that's why you struggle so much at home and at work.

10 or below: You're making life hard for yourself – and maybe for the people around you too. Your health may even be suffering. Relax!

Exam Success

In Part Two of the Speaking Test, you will give a short presentation. There are two topics and you have to choose one of them. The heading on the topic sheet is *What is important when ...?*

4 Work in pairs.

Student A: Interview your partner using the questionnaire above.

Student B: Give as much information as you can.

A: Do you plan your day's activities?

B: Yes, I usually plan my day's activities the night before. I write appointments in my diary.

A: How often do you see your friends?

B: I see them once a week. We have supper together every Friday night.

5 Work in pairs. What things are important in maintaining a work-life balance?

1.2

VOCABULARY

Personal and professional details

Meeting people

1 Here are some phrases you can use when you greet somebody. Choose the best response (A–G) for each phrase (1–6).

- | | |
|--------------------------------------|---------------------------------|
| 0 Good morning. My name's Ros Cox. | A Not too bad, thanks. And you? |
| 1 Hello. I'm Lothar Muller. | B No, I'm not. |
| 2 Excuse me. Are you Linda Gordon? | C Pleased to meet you, Ms Cox. |
| 3 Hello, Ms Leonardi. How are you? | D How do you do, Mr Muller? |
| 4 Excuse me. Is your name Brown? | E Please, call me Peter. |
| 5 Hi, George. Nice to see you again. | F Yes, it is. |
| 6 Pleased to meet you, Mr Lehman. | G Nice to see you too. |

2 Work in pairs to check your answers. Then practise saying the greetings and responses.

3 In which of the situations in exercise 1 are the people meeting for the first time?



4 Complete the conversation with the sentences in the box.

- | | |
|--|--------------------------|
| It's a real pleasure to work with her. | Nice to meet you, Ian. |
| Do you know her? | May I introduce myself? |
| My boss is in Sydney. | She's in Singapore, too. |

- Ian** Hello. (1) _____ My name's Ian and I work in the Asia-Pacific division.
- Henry** (2) _____ My name's Henry and this is my colleague, Sarah.
- Sarah** Hello, Ian. Do you work in the Sydney office?
- Ian** No, not at the moment. (3) _____ But I'm based in Singapore.
- Henry** Look! There's Michelle over there. She's based somewhere in Asia. I can't remember where exactly. (4) _____
- Ian** Yes, we're on the same project this year. (5) _____
- Henry** Ah, lucky you. She's really beautiful - and clever too.
- Ian** Yes, I know. (6) _____
- Sarah** Well, I think I'll leave you boys to discuss ... work.
- Henry** Oh, Sarah, you're not jealous, are you?
- Sarah** No, I'm not ... Michelle, how lovely it is to see you again.

5 1.2 Listen to the conversation and check your answers.

Personal and professional profiles



6 Find out about your classmates, using the questionnaire. First, work in pairs and prepare questions. Then interview your classmates and record the numbers.

0 Do you have a hobby?

Q

Questionnaire

How many people:

- 0 have a hobby?
- 1 go abroad on holiday?
- 2 haven't got any brothers or sisters?
- 3 are single?
- 4 have got a job?
- 5 know three business words beginning with C?
- 6 can play a musical instrument?
- 7 don't like chocolate?
- 8 can't name the levels of all three BEC exams?

Numbers

7 Work with a new partner. Interview each other. Fill in the fact file with information about your partner.

Fact file

Name _____ Hobbies _____

Surname _____ Family _____

Town _____ Job title _____

Favourite destination for holidays _____

Reasons for learning English _____

8 With your partner, work with another pair of students. Introduce your partner to the other people in the group, using the information in exercise 7. Listen to the other presentations. Ask a follow-up question to each person.

Do you like living in ...?

9 Write a personal profile of your partner. Use the information from the fact file in exercise 7, but include one false sentence. Write 30–40 words.

10 Swap profiles with your partner. Read the profile about you and find the false sentence.

job and work

- 1 Kostas Hadavas is a PA in a company that provides catering services. It's an unusual job for a man, so the in-company magazine interviews him. Write the correct form of the questions.


SPOTLIGHT ON STAFF

- 0 Q: What / name? *What's your name?*
A: Kostas Hadavas.
- 1 Q: How / spell / surname? _____
A: H-A-D-A-V-A-S.
- 2 Q: What / do? _____
A: I'm the personal assistant to the managing director of Athens Daily Menu.
- 3 Q: Who / managing director? _____
A: His name's Georgos Solomos.
- 4 Q: What / your job / involve? _____
A: I deal with clients, and I organise meetings and events.
- 5 Q: / write / reports too? _____
A: Yes, I often write reports and memos for our staff.
- 6 Q: / work / only in the Athens area? _____
A: No, we don't. We work in other parts of Greece too.
- 7 Q: How / people / react to you, a man, doing this job?

A: Sometimes they are surprised, but it isn't usually a problem at all.
- 8 Q: / like / your job? _____
A: Yes, I like it a lot.
- 9 Q: Why / like / it? _____
A: Because I'm always busy, and because of the variety of things I do.

Learning Tip

Make a note of the questions you got wrong. Try to analyse why you made the mistakes. Repeat the exercise next week and see if you improve.

- 2  1.3 Listen to the conversation and check your answers.
- 3 Use some of the information from the interview to write a profile of Kostas Hadavas for the magazine. Write 30–40 words.
- 4 Work in pairs to fill the gaps with *job* or *work*. Which word is both a verb and a noun? Which word is only a noun?
- It's an unusual _____ for a man.
 - 'What's your _____?' 'I'm an electronics engineer.'
 - We _____ with several Asian companies.
 - Many students have a part-time _____ to earn extra money.
 - My brother starts his first _____ on Monday. He's very nervous about it.
 - Where do you _____ these days?
 - She always does a great _____ when she organises events.
 - It's my _____ to welcome visitors and show them around.
 - I like my new _____. The _____ is varied and interesting.
 - 'Hi, Steve. Are you still at _____?' 'Yes, I'm still in the office.'
- 5 Work in pairs.
- Student A:** Write a list of jobs usually done by women.
- Student B:** Write a list of jobs usually done by men.
- Compare your lists and think of three areas where traditions are changing.

6 Rowan Barker Tate Inc. is a multinational confectionary company. Every year, at the annual meeting, the company awards a prize to its 'Employee of the Year'. Work in groups of four. Allocate one candidate (A-D) to each student in the group. Then read the criteria and the information about your candidate and decide why he/she should win.



ROWAN BARKER TATE INC.

Employee of the Year Award

The employee should:

- make a significant contribution to company efficiency, profit, product development or staff development.
- deal with professional or personal problems successfully.
- be a mentor or set a positive example to others.
- represent the company values of healthy living.

This year's candidates are:

A



Ian Rogers is 40 years old. He's a production manager and he's based in Singapore. His responsibilities are to supervise projects and to coordinate resources. His professional background is in engineering. Ian usually goes scuba diving at weekends and he also enjoys marathon running and cooking. He runs a sports club for local children and he raises money for their training.

B



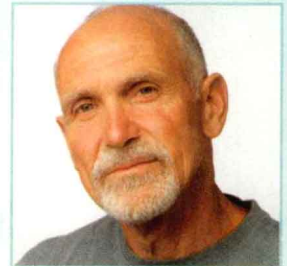
Michelle Yong is 36. She's a finance assistant and she's based in Singapore. Michelle usually deals with Asia division accounts and sometimes does auditing for other divisions. She has a master's degree in business administration. In her free time Michelle likes painting, and she also does judo. Michelle suffers from Chronic Fatigue Syndrome and often works from home, but this does not stop her ambitious career plans.

C



Sarah Mullen is 31 years old and based in the head office in Dallas. As the company's communications director, she deals with the company's internal and external communications. Sarah is also in charge of the company's successful new email system. She regularly works late to help colleagues or to attend external events. Sarah has a degree in journalism. Sarah's personal interests are writing detective stories, breeding Yorkshire terriers and showing her dogs in exhibitions.

D



Henry King is 57 and is the research and development manager. Henry is based in Dallas. He manages R&D of new product ideas, including the best-selling new chocolate chewing gum range. Henry is famous for always thinking of new ideas and projects. Henry's professional background is in food technology, and in his free time he enjoys visits to museums, art galleries and the theatre.

7 Discuss the four candidates in your groups and choose a winner.

Useful language

I like Ian best. He ...

Michelle should win because she ...

I think Sarah is the best candidate. She ...

I think Henry should win because ...