

The **Business**

PRE-INTERMEDIATE Student's Book

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PRE-INTERMEDIATE



DVD-ROM

with
Interactive Workbook
Business Dilemmas
& Video



MACMILLAN

1 Living abroad



KIKI YI, 54, Hong Kong, jewellery retailer



ANIL BASU, 35, UK, software analyst



JEAN-MARC SABATIER, 32, France, doctor



MARIKA LAANET, 22, Estonia, engineering undergraduate

1.1 About business Working abroad

Discussion

1 Look at the people in the photos. They all work away from home. Read the quotes below and match them with the people.

- I work abroad but I never stay in one country for very long. I install software systems and train people how to use them. I'm in Thailand at the moment and I'll be here for another six months.
- My university has links with engineering firms in Germany. As part of my degree I'm working for one of them in Hamburg.
- I spend two months every year in India buying supplies for my jewellery business. At the moment I'm staying in Jodhpur.
- I spend ten months every year working abroad. I never know where I'm going to be. It's always in places where there are medical emergencies.

Have you ever lived or worked abroad? Do you know anyone who lives or works abroad? Compare your answers with a partner.

Collocations

2 You are going to read an article about how to get a job abroad. Before you read match a word on the left with a word on the right to make a collocation.

- | | | | |
|---------------|--------------|------------|-------------------|
| 1 career | a) process | 5 degree | e) letter |
| 2 work | b) language | 6 cover | f) an application |
| 3 foreign | c) placement | 7 short | g) subject |
| 4 application | d) ladder | 8 withdraw | h) list |

Reading for detail

3 Read the article and mark the sentences *T* (true) or *F* (false). Change any false sentences to make them true.

- To have a successful career these days you need to have experience of working abroad.
- A work placement abroad will help your application attract attention.
- Nannette Ripmeester thinks that the Euro CV is the best kind of CV to use when looking for a job.
- You need to check that your employers will recognise your degree subject.
- CVs are more important than cover letters.
- A cover letter in France may be studied by a specialist.
- Sarah Hall withdrew her application for a job in Spain because she didn't like the questions in her interview.
- When working abroad you should behave in a similar way to those around you.

Listening and-note taking

4 **1:01–1:04** Listen to the four people from 1 talking about their work experience abroad and complete the table.

name	country	how long	likes
Kiki	India	1)	2)
Anil	Thailand	3)	meeting people
Jean Marc	4)	5)	working with children
Marika	Germany	6)	her local family

Internet research

Search for the keywords *working abroad* to see what jobs are on offer. Hold a class vote to choose the three most attractive jobs.

Listening for detail

5 Listen to the interviews again and answer the questions.

- Who was in Venezuela last year?
- Who hopes to get a good reference from their company?
- Who found the food strange they first arrived?
- Who is going on holiday when their job is finished?
- Who is staying in an expensive hotel?
- Who has a lot of business contacts in the country where they are?

Discussion

6 In small groups discuss the questions.

- 1 Which countries would you like and not like to go and work in?
- 2 What problems do you think people who work abroad have?
- 3 Do you think working abroad is essential for a successful career? Why / Why not?

CULTURAL

Chameleons

IN today's competitive job market, not spending time abroad can seriously damage your chances of climbing the career ladder. It is no surprise then that more and more graduates and professionals are looking for opportunities to live and work in a foreign country.

With record numbers of workers hoping to relocate, it is no longer enough to have done a work placement abroad or to speak a foreign language. "This is no longer something that makes you different," says Nannette Ripmeester, director of Expertise in Labour Mobility. "It is something employers expect."

But even if you are a strong candidate, the application process for foreign jobs is far from straightforward. The EU has introduced the Euro CV to standardise application procedures throughout Europe, but Ripmeester believes that a culturally adapted CV is better. "What do I mean by that? For example, in the UK, it is customary to add hobbies and interests at the bottom of the page. In Italy however, that information is not necessary."

When you write your CV it is also a good idea to check whether a photo is necessary and whether an English-language CV should be written in American or British English. Another point to think about is whether or not employers will recognise your degree subject, especially when you have studied a subject, such as Wireless Network Systems, which doesn't necessarily translate into another language and culture.

You also need to consider the cover letter, the first thing that an employer will read. Approaches differ from country to country: get

the CV right but the cover letter wrong and you destroy your chances of getting short-listed for interview because the cover letter is the first thing that an employer will read. The

mirror the kind of messages you get about communication and appearance

British usually write long letters to draw attention to relevant sections on the CV, the Italians want one or two sentences and the French expect candidates to *handwrite* detailed letters which may be analysed by handwriting experts.

When it comes to interviews, make sure you know about the work culture and understand the importance different countries place on language and speech. For example, the French use short sentences and hate silence, while Scandinavians have a deep respect for pauses. You may think these points are not important but by not paying attention, you are showing that you do not respect the culture of the country you wish to work in.

Making a mistake at the interview is something Sarah Hall knows all about. She is from Liverpool in the UK and has worked in Germany, Sweden and Spain.

"My advice is be aware of 'culture clash.' In Britain there is usually a maximum of two interviews. In southern Europe they will call you back for a third or fourth interview. I lost a very good job in Spain when I thought they weren't serious. I withdrew my application because they asked me to go for a fourth interview. Looking back, I now realise they were doing as they always do. I behaved wrongly."

"It's important to show that you understand the working culture. Adapting a similar style of dress to your co-workers, eating the kind of food they eat, enjoying similar activities - these things help to win trust and respect."

"Think of yourself as a cultural chameleon, mirror the kind of messages you get about communication and appearance. People like people who remind them of themselves, and nobody likes what they don't understand." ■



1 Living abroad

1.2 Vocabulary Living abroad



Discussion

- 1 Look at the picture above. What everyday problems do people who live abroad have?

Reading and vocabulary

- 2 Read the extracts from an article on living abroad. Find the correct heading for each extract.

health opening a bank account mobile phones accommodation

- 3 Read the texts again and use the words in the boxes to fill in the spaces.

bills notice contract deposit apartment

- 1 Perhaps the most difficult thing to organize is where you are going to live. Your employer might help you find an (1)_____ or it might even be provided for you. The best advice is to start looking before you go. Use the Internet to look for places to rent and post your own advert on bulletin boards. It is important to view anywhere though before you sign a (2)_____ and give a large (3)_____ to a landlord. You also need to check whether or not the utility (4)_____ are included and how much (5)_____ you need to give when you want to move out. Many people choose to live with a local family as a way to learn about the culture of the country they are in.

credit cards salary overdraft

- 2 To open a bank account in another country you will need to show your passport, proof of earnings, proof of your address and residency. It is also likely that you will be expected to show proof that your monthly (6)_____ will be paid into this account. Remember that rules regarding banks are not the same in every country. You have to pay for an (7)_____ on your account in France, and the rules on (8)_____ can differ greatly, make sure you check before you sign up!



CARMEN, from Brazil, working for a pharmaceutical company in Auckland



PETRA AND CRIS, from Germany, working as architects in Nice



MR GOODMAN from the USA, working for Athens Bank in Greece



YUKI from Japan, working for an engineering company in Copenhagen

Internet research

Search for the keywords *moving abroad advice* to read more about what you need to do when moving to another country.

check-up insurance scheme national health service

3 In most countries you have to pay for medical treatment. For trips of up to three months in Europe, the European Health Insurance Card may allow you to be treated for free by the (9)_____ of the country you are in. Your employer may have an (10)_____ that you can join or you might want to take out your own insurance policy. This will help you if you need to see a doctor while you are abroad. You may need to register with a doctor and you may also need to have a (11)_____.

top-ups landline contract number

4 In many countries, the process of buying a mobile phone is straightforward: you choose the phone and the provider you want, you are then given a (12)_____. Italy is one exception, where you will need your national ID card and your tax code. When you don't know how long you are planning to live in the country, many people choose prepaid packages that allow (13)_____. This means you can cut off the service when you want without worrying about being tied into a (14)_____. These days many providers also offer wireless Internet access meaning you won't need to have a (15)_____ put into your flat or apartment.

Listening for gist

4 1:05-1:08 These people are all living abroad. Listen to four conversations. Where is each person? What is he or she trying to do?

Listening for detail

5 Listen to the conversations again and answer the questions.

Conversation 1

- 1 What does Carmen want to do?
- 2 Which documents does Carmen need to show?

Conversation 2

- 3 How many bedrooms are there in the apartment?
- 4 How much is the rent?

Conversation 3

- 5 Does Mr Goodman have a European Health Insurance Card?
- 6 How tall is Mr Goodman?

Conversation 4

- 7 Why doesn't Yuki want a phone with a contract?
- 8 How much free talking time does the phone have?

Giving advice

6 Look at the eight pieces of advice for people who are going to live abroad. For each set of four match the beginning with the correct ending.

- | | |
|--|---|
| 1 You might have to pay two month's rent | a) for free with most banks. |
| 2 When you move out of a flat | b) your landlord will check the inventory. |
| 3 You can have an overdraft | c) to withdraw money from a cash point. |
| 4 You can use your bank card from home | d) as a deposit before you move into a flat. |
| 5 You need to be registered with a doctor | e) broadband access in the area where you live. |
| 6 Most employers include medical insurance | f) means you don't need to sign a contract for your mobile phone. |
| 7 Using top-ups | g) to get medical treatment. |
| 8 You need to check that there is | h) as part of their employment package. |

Which pieces of advice are true for your country? Which are different? What other advice and information could you give? Compare your answers with a partner.

1 Living abroad

Refresh your memory

Present simple

She works in London.
permanent situations
I usually get up at 7.00 am.
routines and things we do regularly

► Grammar reference page 118

Prepositions of time

on
weekdays
dates
special days
the weekend (US)

at
the weekend (UK)
festivals
times

in
months
seasons
parts of the day
years

dates
US English
month/date/year
02/14/2010
UK English
date/month/year
14/02/2010

► Grammar reference page 119

1.3 Grammar Present simple and prepositions of time

Test yourself: Present simple

- 1 Read four descriptions of people's jobs. Write the correct form of the missing verbs into the text. Find the correct job for each text.

computer programmer architect human resource manager business student

attend enjoy do spend like

1 _____
There are only two of us in the department, so I (1)_____ a bit of everything! I (2)_____ a lot of long meetings – many of these are related to budgets and to company policy development and I (3)_____ them. I also (4)_____ a lot of time interviewing candidates for jobs. This is one of the areas of the job I (5)_____ the most.

work develop create spend travel

2 _____
My company (6)_____ educational software for primary school children. Usually I (7)_____ on maths projects but we also (8)_____ Spanish language learning programs. Sometimes I (9)_____ to Spain for meetings but I (10)_____ most of the time at a desk in my office.

buy want search send not have

3 _____
I need to *repay* my student loan so I (11)_____ to find a job before the end of the year when my course finishes. Every day, I (12)_____ the Internet for suitable job vacancies and I (13)_____ the national and local newspapers to look at the job ads. I also (14)_____ my CV to companies I am interested in working for, even if they (15)_____ any vacancies at the moment.

not have be x 2 work meet not like think

4 _____
Normally I (16)_____ on one or two projects over a three or four-year period. My latest project is a church and I (17)_____ very excited about it. The church (18)_____ very old and it (19)_____ enough light. I need to design some more windows. Every week I (20)_____ the Bishop to talk about the project. Sometimes he (21)_____ my ideas but other times he (22)_____ they're great.

Internet research

Work with a partner. Search for the keywords *festivals in Japan* or *festivals in Mexico* to read more about festivals in these countries. Tell your partner what happens on special days in these countries.

Test yourself: Prepositions of time

2 Complete the text about Elspeth from Germany using prepositions of time from the Refresh your memory box.

I came to London about six months ago. I started my job as a wine buyer at Marks & Spencer (1)_____ February. To be exact, I started (2)_____ February 14th. Before coming here, I worked at a winery in South Africa and before that, (3)_____2004, I was in New York State working as an au pair. No matter where I am in the world, I always phone my parents (4)_____ the weekend. I try to call them (5)_____ Sundays (6)_____ 6 o'clock (7)_____ the evening. The other thing I try to do is go home for Christmas. I do like to spend time (8)_____ Christmas with my family. If you ever get the chance, you really should go to Germany (9)_____ December. The German Christmas markets are the best in the world.

Listening for detail

3 1:09–1:15 Listen to seven descriptions of national festivals and write the date.

- | | |
|--------------------------------|----------------------------|
| 1 Australia Day | 5 April Fool's Day |
| 2 Boxing Day (UK) | 6 Showa Day (Japan) |
| 3 Groundhog Day (USA & Canada) | 7 Day of the Dead (Mexico) |
| 4 Bastille Day (France) | |

Listen again. What does each holiday celebrate? What happens?



4 Question forms

Use the present simple to make questions for these answers.

- 1 _____
From a small village in south-west France called Marsac.
- 2 _____
Usually at 9am but sometimes at about 8.45.
- 3 _____
Languages? English and French quite fluently and also a bit of Chinese.
- 4 _____
In a small apartment near the centre of town.
- 5 _____
Usually by bus, but if the weather is really good I sometimes walk.
- 6 _____
I usually go on holiday in June.
- 7 _____
Sometimes in the company canteen, but more often I go to the café round the corner.

Work with a partner. Take it in turns to ask and answer the questions.

5 Discussion

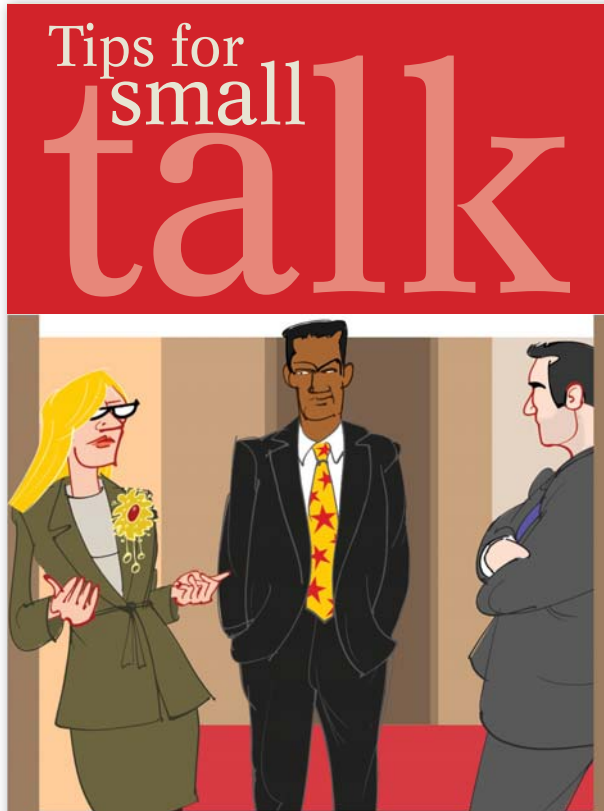
Work with a partner. Describe a local festival or custom either in your home town or the place where you are studying. Think about special food, clothes and typical activities that take place on this day.

1 Living abroad

1.4 Speaking Making small talk

Discussion

- 1 Look at the tips for small talk below. What is small talk? Do you think the tips are useful?



TECHNIQUE ONE

Always wear a Whatzit

What's a Whatzit?

Some people have developed a clever technique that works well for social or corporate networking purposes. The technique requires no special skill on your part, only the courage to wear a *Whatzit*.

A *Whatzit* is anything unusual – a unique brooch, an interesting scarf, a strange tie, a funny hat. A *Whatzit* is any object that draws people's attention so that they walk over and ask, 'Uh, what's that?'

TECHNIQUE TWO

Whoozat?

What to do when you haven't got a Whatzit...

Like a politician, go to the host and say, 'That man / woman over there looks interesting. Who is he / she?' Then ask for an introduction.

-or-

Find out about the stranger's job, interests or hobbies. The host might say, 'Oh, that's Joe Smith. I'm not sure what his job is, but I know he loves to ski.' Aha, you've just been given the *icebreaker* you need. Now walk over to Joe Smith and say, 'Hi, you're Joe Smith, aren't you? Susan was just telling me what a great skier you are. Where do you ski?'

Reading for detail

- 2 Read the article below about small talk to find:

- 1 three topics that you can make small talk about
- 2 two topics that you can't make small talk about
- 3 two tips for managing small talk.

What is small talk?

Your company sends you to an important international conference in the USA. While you are travelling from the hotel to the conference centre you meet somebody who works for the Spanish division of your company for the first time. The conversation that you have will probably be what we call small talk.

What do people make small talk about?

There are certain safe topics that people usually make small talk about. The weather is probably the number one thing. Sometimes even friends and family members discuss the weather when they meet or start a conversation. Sports news is a common topic, especially if a local team is doing extremely well or badly. If there is something that you and the

other speaker have in common, that may also be acceptable to talk about. For example, if the bus is extremely full and there are no seats available you might talk about reasons why.

There are also some subjects that are not considered acceptable when making small talk. Personal information such as salaries or divorce are not talked about between people who do not know each other well. Negative comments about another person not involved in the conversation are also not acceptable: when you do not know a person well you cannot be sure who their friends are. It is also not wise to continue talking about an issue that the other person does not seem comfortable with or interested in. Lastly, avoid one word answers, and ask questions to show that you want to keep the conversation going.

Listening for gist

3  **1:16-1:18** Listen to three conversations where people are making small talk. For each conversation decide:

- 1 where the people are
- 2 what small talk topics they talk about
- 3 how many questions the speakers ask to keep the conversation going.

Listening for detail

4 Listen to the conversations again and write the questions that the speakers use.

Conversation 1

- 1 _____ good weather?
- 2 _____ go?
- 3 _____ enjoy it?

Conversation 2

- 4 _____ visit there?
- 5 _____ stay?
- 6 _____ the Continental?

Conversation 3

- 7 _____ for work or on holiday?
- 8 _____ you do?
- 9 _____ your job?
- 10 _____ visit India?

Making small talk

5 Work with a partner. Choose one of the topics below to make small talk about. Student A should prepare some things to say about one of the topics, Student B should prepare a list of questions to keep the conversation going.

- | | |
|-------------------------------|--|
| 1 Your last weekend | 4 What you're doing after class |
| 2 Your job/studies | 5 The last time you went to a restaurant |
| 3 Your journey to class today | 6 The weather today |

Beginning and ending small talk

6 Put the words in the correct order to make some useful phrases for beginning and ending small talk.

- | | |
|-------------------------------------|-------------------------------------|
| 1 but Sorry have to go I now. | 5 your was How weekend? |
| 2 meeting It's nice been you. | 6 Enjoy rest the of the conference. |
| 3 believe can't how busy it I is. | 7 to talking Nice you. |
| 4 journey have you Did a good here? | 8 It's weather lovely today. |

Mark each phrase B (for beginning a conversation) or E (for ending a conversation).

Can you add any more?

7 Work in small groups. You are all at an international conference and it is the break between two presentations. You don't know any of the other people in your group and so you need to make small talk. Student A turn to page 110. Student B turn to page 111. Student C turn to page 112. Student D turn to page 113.



Internet research

Search for the keywords *small talk* to find more tips. With a partner, list the three most useful tips.

1 Living abroad

1.5 Writing Formal and informal emails



Discussion

- 1 Work with a partner. Discuss the questions about emails.
 - 1 How many emails do you write in a week?
 - 2 Who do you write emails to?
 - 3 Have you ever written a formal email?

Reading for detail

- 2 Read the email below and answer the questions.
 - 1 Who is the email from?
 - 2 Who is the email to?
 - 3 What three things does the writer ask the reader to do?
 - 4 Where is Ms Lee going?



The screenshot shows an email client window titled 'In'. The toolbar includes icons for Delete, Reply, Reply All, Forward, New, Mailboxes, and Get Mail, along with a search bar labeled 'From' and 'Search Mailbox'. The email content is as follows:

Subject: Visit to Osaka Securities

Dear Mr Watanabe,

Thank you for your email received March 21. With regard to my visit next month I need to tell you that I will arrive at Osaka airport at 14.30 on Thursday 14th April. As this will be my first visit to Japan I would be very grateful if somebody could meet me at the airport. Also, would it be possible for you to make a reservation at a nearby hotel for me? I would really appreciate it. In addition, could you possibly send me a copy of the agenda for our meeting and a copy of your most recent sales figures.

Please accept my apologies but my colleague Ms Lee will not be able to join me on this visit as she is attending an investment conference in Singapore at the same time.

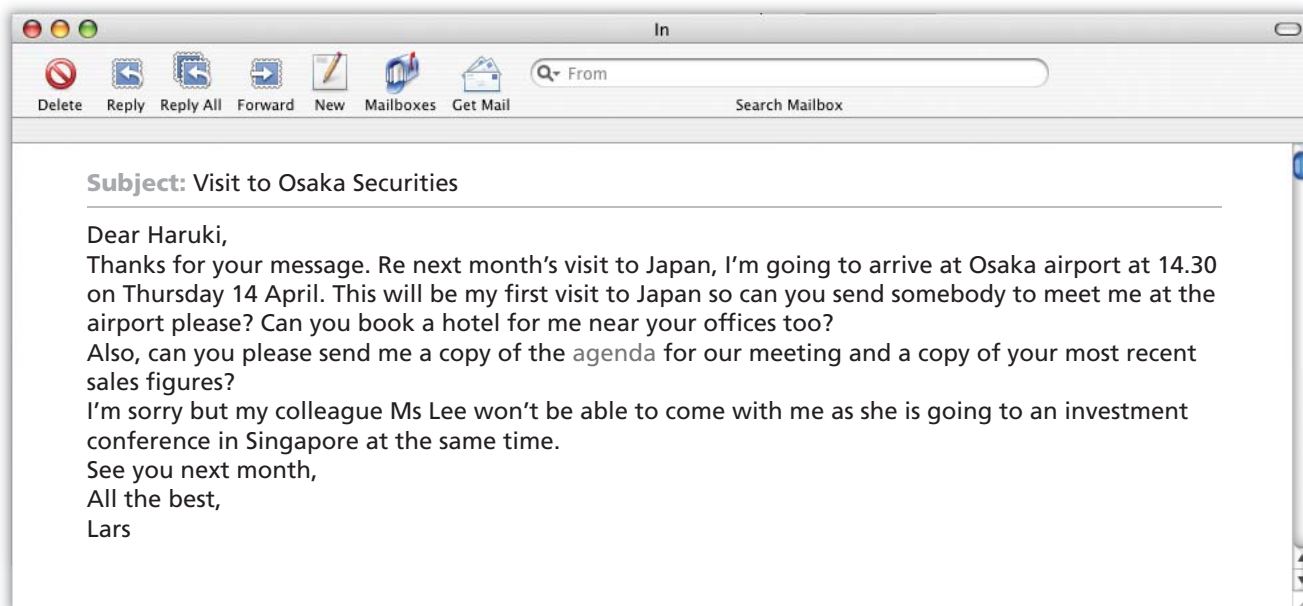
I look forward to meeting you,

With best regards,

Lars Oluffson

Informal language

3 Read another email and find informal phrases to match the phrases in **bold** in exercise 2.

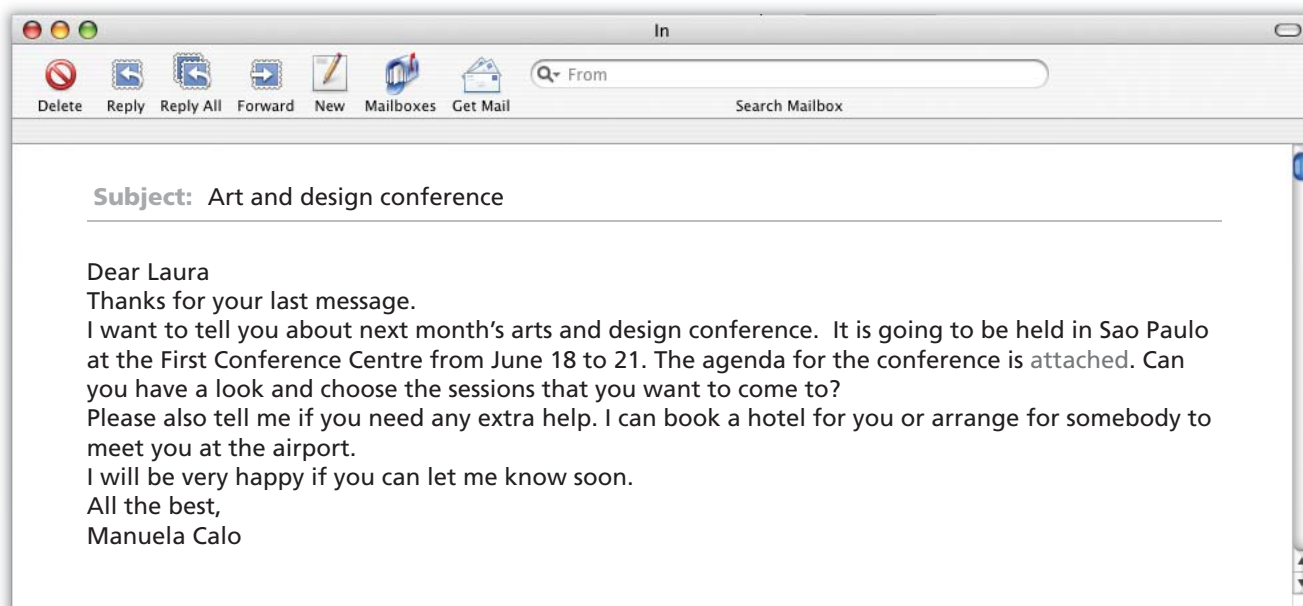


Formal and informal language

4 In each set of four, match a formal word on the left with an informal word on the right.

- | | | | |
|--------------|------------|---------------|----------|
| 1 inform | a) come to | 5 further | e) want |
| 2 assistance | b) help | 6 grateful | f) more |
| 3 require | c) tell | 7 near future | g) happy |
| 4 attend | d) need | 8 would like | h) soon |

5 Read Manuela's email to Laura and write it as a formal email. Use the expressions from 2 and words from 4.



Internet research

Search for the keywords *online etiquette* to read more about how to write professional sounding emails

Writing

6 Write a formal reply to Manuela's email. Use the information below:

- you are going to attend the conference
- you can not stay for all three days
- the sessions you want to go to are *New design methods* and *The future of art*
- ask Manuela to make a reservation at a hotel
- ask Manuela to organize a taxi to pick you up at the airport.

1 Living abroad

1.6 Case study Global Recruit

Discussion

- 1 Read the information below about Global Recruit. What are the advantages and disadvantages of using an organization like this to help you find a job?

Global Recruit

Looking for a job abroad?

Global Recruit may be able to help you. We work with a number of high-profile organizations all around the world and find the right candidate to fill their vacancies. Our job is to find staff who have the right skills and qualifications for these companies. We arrange interviews and give advice and support on the location and the requirements of the jobs. We can also help with visas and other legal requirements.



Reading and discussion

- 2 Read the two job advertisements. Which job would you prefer? Why?



Job TC / 428

CALL DUBAI, the Middle East's leading mobile phone company, has an excellent opportunity for an experienced sales advisor in their retail unit in central Dubai.

The job will involve advising customers, processing customer orders, and dealing with queries and complaints.

Applicants for this position should have a minimum of a year's sales experience within an international company, should have knowledge of mobile technology and experience of working with customers. Experience within an international company is a strong advantage, as is knowledge of English, French or Arabic.



Job WA / 926

Web Analyst in central Brazil. Brazilian MTM, Brazil's largest on line clothes retailer, has an excellent opportunity for a senior web analyst.

The position includes analysing customer actions on our website, reporting on customer habits, maintaining and updating the website and managing a team of web analysts.

For the position you need to have knowledge of the following languages: ASP, PHP, Cold Fusion, Java or .Net, experience of working in the clothing industry, managerial experience and a basic knowledge of Portuguese.

The job is based in our offices in Rio de Janeiro.

Internet research

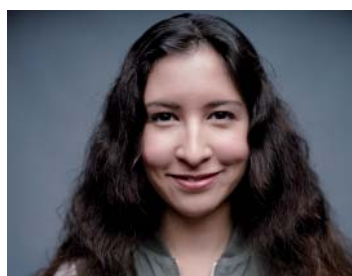
Search for the keywords *work in Dubai* or *work in Brazil* to read more about job opportunities in these countries. Try to find a job you would like to do and tell your partner about it.

Reading for gist

3 The four candidates below were all short-listed for one or other of the positions. Scan the information and see if you can guess which position they applied for.



NAME:	Tomas Visser
AGE:	25
QUALIFICATIONS:	Business studies degree
WORK EXPERIENCE:	(1)_____
LANGUAGES:	English, Flemish, French
HOBBIES / INTERESTS:	(2)_____
CURRENT POSITION:	Currently unemployed



NAME:	Panayota Mitropoulos
AGE:	(3)_____
QUALIFICATIONS:	Geography degree
WORK EXPERIENCE:	(4)_____
LANGUAGES:	English, French, German, Chinese
HOBBIES / INTERESTS:	(5)_____
CURRENT POSITION:	Works in family taverna



NAME:	Miroslav Kalata
AGE:	27
QUALIFICATIONS:	(6)_____
WORK EXPERIENCE:	Designs websites for boutiques
LANGUAGES:	(7)_____
HOBBIES / INTERESTS:	Computers and parties
CURRENT POSITION:	Website designer



NAME:	Francesca Di Ponti
AGE:	28
QUALIFICATIONS:	Modern languages degree from Italian university
WORK EXPERIENCE:	(8)_____
LANGUAGES:	English, Spanish, French, Portuguese
HOBBIES / INTERESTS:	(9)_____
CURRENT POSITION:	Currently unemployed

Listening for detail

4 1:19-1:22 Listen to the four people introducing themselves and fill in the missing information on their profiles.

Discussion

5 Work with a partner. Decide who is the best candidate for each job. Give reasons for your decisions.

Listening for detail

6 1:23 Dana is the Recruitment Manager and Heidi is an administrator at Global Recruit. Heidi is calling Dana about the references that she has for each of the candidates. Listen to the conversation and note down any problems that they find with the four candidates.

Discussion

7 Work with a partner. Discuss again who you think is the best candidate for each job. Has the information from the references changed your decisions?