

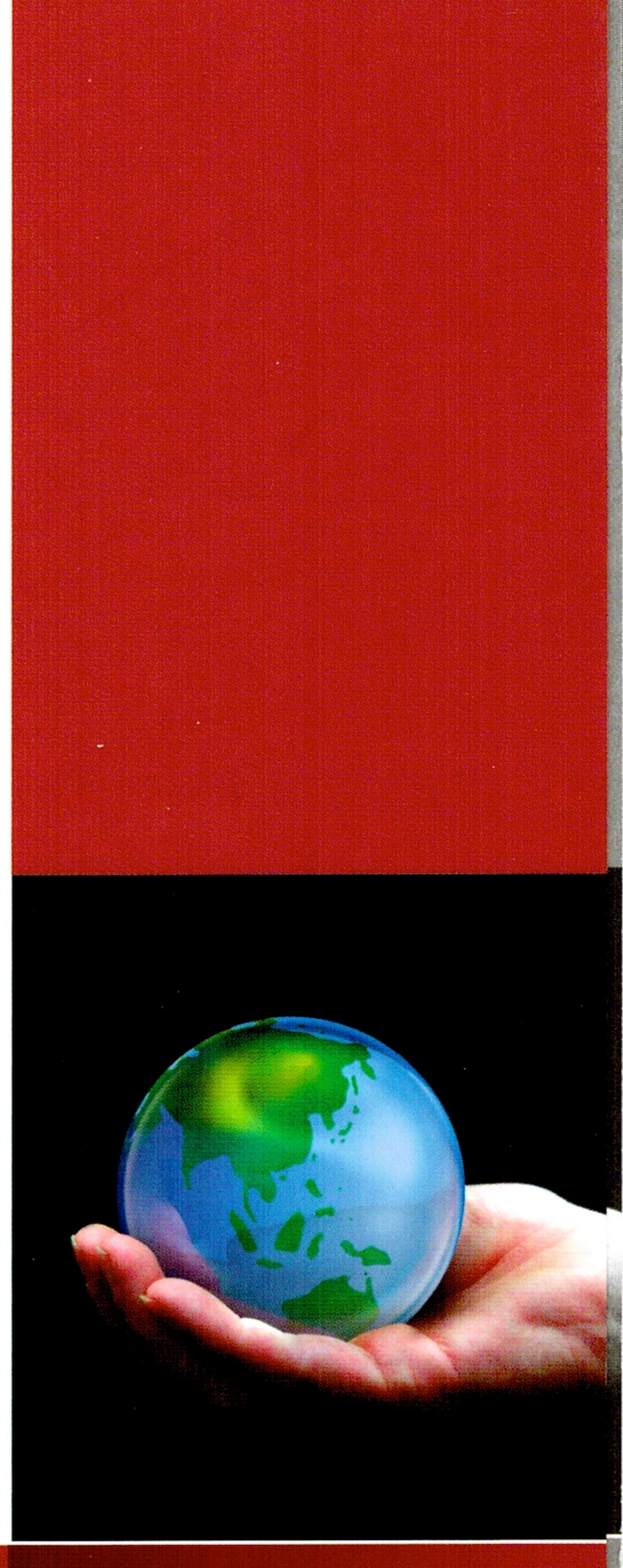
3rd Edition

Intermediate

MARKET LEADER

Business English Practice File

John Rogers



Audio CD

Pearson Education Limited

Edinburgh Gate, Harlow

Essex, CM20 2JE, England

and Associated Companies throughout the world

www.market-leader.net

© Pearson Education Limited 2010

The right of John Rogers to be identified as author of this work has been asserted by him in accordance with the Copyright, Designs and Patents Act, 1988.

All rights reserved; no part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without the prior written permission of the Publishers or a licence permitting restricted copying in the United Kingdom issues by the Copyright Licensing Agency Ltd, 90 Tottenham Court Road, London W1P 9HE

First published 2000

Third Edition 2010

Pack ISBN: 978-1-4082-3696-3

Set in: MetaPlus 9.5/13.5

Printed in Slovakia by Neografia

Project Managed by Chris Hartley

Acknowledgements

We are grateful to the following for permission to reproduce copyright material:

Text

Extract in Unit 10 about The Fairtrade Foundation adapted from 'Big groups profit from Fairtrade's rising sales', *The Financial Times*, 28 February 2005 (Turner, D.), granted with kind permission of The Fairtrade Foundation.

In some instances we have been unable to trace the owners of copyright material, and we would appreciate any information that would enable us to do so.

3rd Edition

Intermediate

MARKET LEADER

Business English Practice File

John Rogers



Contents

	LANGUAGE WORK			TALK BUSINESS	
	VOCABULARY	LANGUAGE REVIEW	WRITING	SOUND WORK	SURVIVAL BUSINESS ENGLISH
UNIT 1 BRANDS page 4 / page 54	Review and extension: <i>brands</i> and <i>marketing</i> words and collocations	Present simple and present continuous	Editing Replying to an e-mail	Individual sounds: Contrasting /ɪ/ and /i:/ The third person singular ending Connected speech: Contracted forms	Making suggestions Getting the message right
UNIT 2 TRAVEL page 8 / page 56	Review and extension: <i>business travel</i> words and phrases in context	Future forms	Completing a fax Writing an e-mail	Individual sounds: Consonant groups Connected speech: Contracted forms: 'll Stress and intonation: wh- questions	Asking for agreement or confirmation Getting the message right
UNIT 3 CHANGE page 12 / page 58	Review: word-building Extension: focus on <i>introducing change</i>	Past simple and present perfect	Identifying function An introduction to report writing Editing	Individual sounds: The <i>schwa</i> sound Connected speech: Contracted forms: 's / 've and <i>hasn't</i> / <i>haven't</i>	Getting the message right Asking for repetition
UNIT 4 ORGANISATION page 16 / page 60	Review: focus on <i>company organisation</i>	Noun combinations	Completing an e-mail Replying to an e-mail Editing	Individual sounds: The letter <i>u</i> Connected speech: Consonant-vowel links Stress and intonation: Three-syllable words	Networking Listening practice
UNIT 5 ADVERTISING page 20 / page 62	Review: <i>advertising</i> words and collocations	Using the articles	Completing a letter Replying to a letter Generalising Editing	Individual sounds: Contrasting /əʊ/ and /aʊ/ Connected speech: Linking <i>r</i> Stress and intonation: Lists	Giving presentations
UNIT 6 MONEY page 24 / page 64	Review: <i>finance</i> words and collocations	Describing trends	Linking words Editing	Connected speech: Weak forms: prepositions Stress and intonation: Dates	Using stress to correct information Listening practice

LANGUAGE WORK

TALK BUSINESS

VOCABULARY

LANGUAGE REVIEW

WRITING

SOUND WORK

SURVIVAL BUSINESS ENGLISH

UNIT 7 CULTURES

page 28 / page 66

Review and extension: focus on idioms

Modals

Unscrambling texts
Completing a letter
Editing

Individual sounds: Silent letters
Connected speech: Weak forms: *have to*
Stress and intonation: Highlighting

Social situations

UNIT 8 HUMAN RESOURCES

page 32 / page 68

Review and extension: *employment* words and collocations

Gerunds and infinitives

Completing a job advertisement
Sequencing a letter of application
Editing

Individual sounds: Sound / spelling relationships
Connected speech: Consonant–vowel links
Stress and intonation: Words ending in *-tion*, *-ssion*, or *-sion*

Telephoning
Dictating and taking down strange words
Using stress to correct information

UNIT 9 INTERNATIONAL MARKETS

page 36 / page 70

Review and extension: *trade* words and collocations

Conditional sentences

Completing a letter
Correcting a letter
Editing

Individual sounds: Consonant groups
Connected speech: Contracted forms: conditionals
Stress and intonation: Conditional sentences

Negotiating

UNIT 10 ETHICS

page 40 / page 72

Review: *ethics* words and collocations

Tense review

Linking words
Sequencing an e-mail
Editing

Individual sounds: The sound /ʌ/
Connected speech: Weak and strong forms of *was* and *were*
Stress and intonation: Question tags

Listening practice
Giving advice and making suggestions

UNIT 11 LEADERSHIP

page 44 / page 74

Words to describe character

Relative pronouns
Defining and non-defining relative clauses

Completing an e-mail
Formal vs informal language
Editing

Individual sounds: The sound /ɜ:/
Connected speech: Consonant–vowel links
Stress and intonation: Identifying stressed syllables

Presentations
Listening practice

UNIT 12 COMPETITION

page 48 / page 76

Review and extension: *competition* words, collocations and idioms

Passive sentences

Rewriting an e-mail
Matching and sequencing
Editing

Individual sounds: Contrasting /ɔ:/ and /əʊ/
Connected speech: Contracted forms
Stress and intonation: Identifying word stress

Tactful responses

SHADOWING:
page 53

ANSWER KEY:
page 78

AUDIO SCRIPTS:
page 89

VOCABULARY

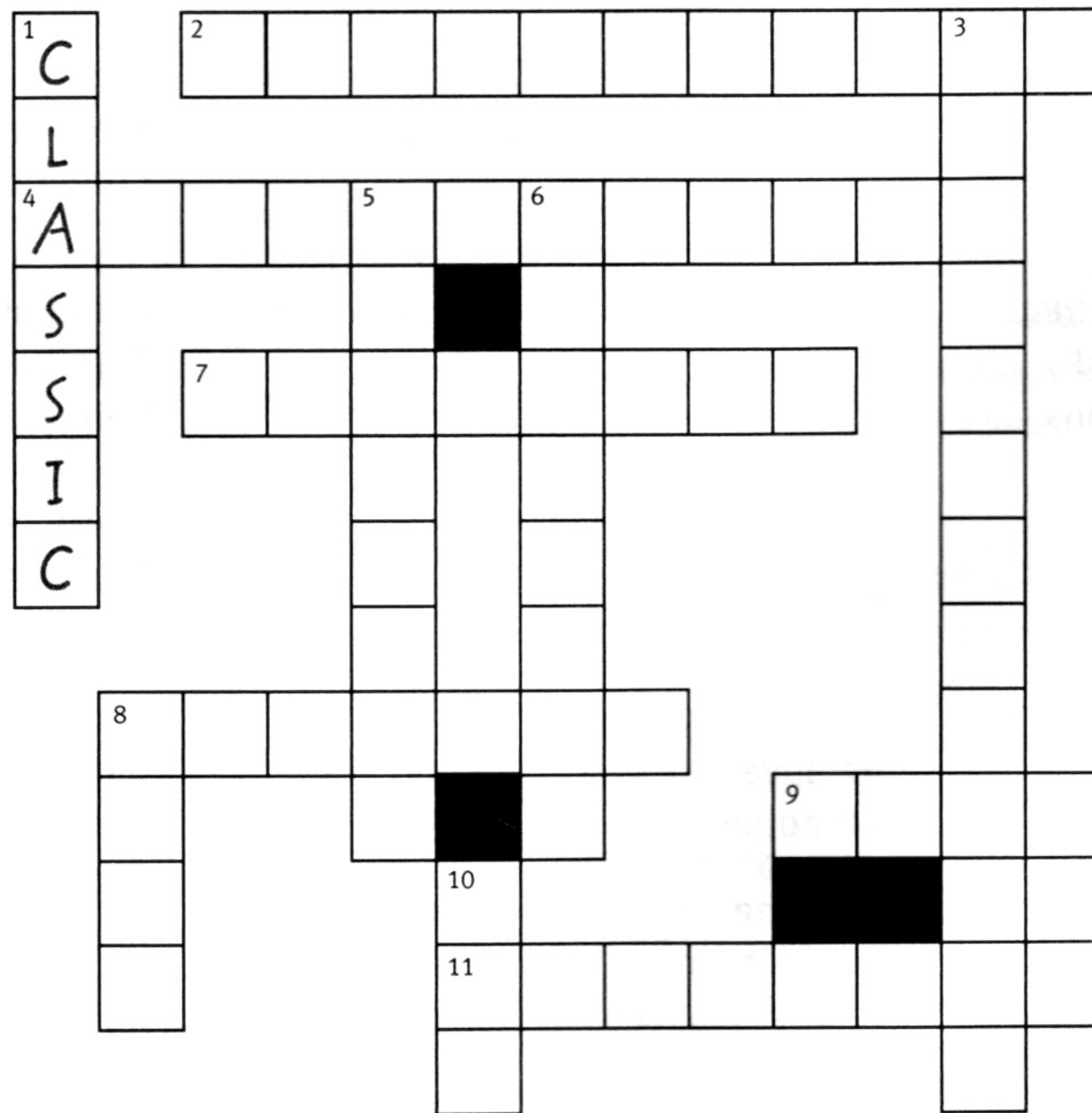
A Use the clues to complete the crossword puzzle.

Across

- 2 Something that is does not cost a lot to buy or use. (11)
- 4 An brand is one that people think will give them a higher position in society. (12)
- 7 A product has no defects. (4-4)
- 8 A product is attractive and fashionable. (7)
- 9 If you say that something is a product, you think it is very good. (4)
- 11 goods are expensive and intended to appeal to people in a high social class. (8)

Down

- 1 A *classic* product is one that has been popular for a very long time. (7)
- 3 If a product is, it is worth the price you pay for it. (5, 3, 5)
- 5 If something is, you can trust it or depend on it. (8)
- 6 A brand is not affected by changes in fashion. (8)
- 8 A product is fashionable and exciting. (4)
- 10 If you say that something is, you think it is enjoyable. (3)



B Complete the word partnerships with *brand*, *product* or *market*.

- 1 *brand* loyalty
- 2 challenger
- 3 endorsement
- 4 stretching
- 5 lifecycle
- 6 share

LANGUAGE REVIEW

A Complete the sentences with the verbs from the box. Use each verb twice. Put each verb into the correct form and the correct tense – present simple or present continuous.

invest	sell	take	target	work
--------	------	------	--------	------

- Breitling and Cartier *sell* luxury watches around the world.
- It only our laboratory half an hour to test all the ingredients.
- Which market segment they usually ?
- Oh no! My printer properly. I'll ask Leila to run off a copy of the report for you.
- you more money in marketing this year?
- Their advertising agency never at weekends.
- Do you think we a big risk if we postpone the launch of our new model?
- Unfortunately, our range of soft drinks well at the moment.
- This time, we our advertising campaign on the young.
- Our company a lot in R&D. That's why we develop fewer new products than our competitors.

B Complete this text with the correct form, present simple or present continuous, of the verbs given. Then check your answers.

work Ralf Hinze¹ in the R&D department of the Antwerp-based company Merlin Foods Ltd, where he² a team of five responsible for all organic products under the brand name *Sunnyvale*. They³ about three new products each year.

manage This week, however, Ralf is not in his office. He⁴ in the lab. He⁵ the testing of an innovative range of soups and dressings, and⁶ a report.

develop He⁷ his job and is proud of his company. Indeed, Merlin Foods⁸ rapidly. It⁹ subsidiaries in France and Germany and¹⁰ Kilkenny Dairies (Ireland). Sales and earnings for the company¹¹ far beyond expectations. The Sunnyvale brand in particular¹² hugely popular throughout Europe.

work

supervise

write

enjoy

expand / have

own

increase

become

C Study the information in Exercise B. Then write questions for these answers.

- *Where does Ralf Hinze work?*
In the R&D department at Merlin Foods Ltd.
-
About three each year.
-
In the laboratory.
-
He's supervising the testing of some new products.
-
No, he isn't. He's writing a report.
-
In France and Germany.
-
Yes, indeed. Far beyond expectations!

LANGUAGE +

D Tick the ten verbs which are not *normally* found in continuous forms. The first one has been done for you.

- | | | | |
|-----------|-------------------------------------|-------------|--------------------------|
| 1 agree | <input checked="" type="checkbox"/> | 8 prefer | <input type="checkbox"/> |
| 2 believe | <input type="checkbox"/> | 9 realise | <input type="checkbox"/> |
| 3 belong | <input type="checkbox"/> | 10 research | <input type="checkbox"/> |
| 4 compare | <input type="checkbox"/> | 11 seem | <input type="checkbox"/> |
| 5 consist | <input type="checkbox"/> | 12 stretch | <input type="checkbox"/> |
| 6 contain | <input type="checkbox"/> | 13 suppose | <input type="checkbox"/> |
| 7 depend | <input type="checkbox"/> | 14 surprise | <input type="checkbox"/> |

E Choose verbs from Exercise D to complete the sentences. Put them into the correct form of the present simple.

- It *seems* that our new range of equipment is becoming more and more popular.
- he to our proposal?
- Dreher has developed a new brand of beer that any alcohol.
- We may or we may not expand into China. It on the success of our products there.
- Our new range of toiletries essentially of environment-friendly deodorant sprays.
- all the respondents to the same market segment?

WRITING

A Read the passage below about brands and passion.

In most of the lines 1–13 there is **one extra word** which does not fit. Some lines, however, are correct.

If a line is **correct**, put a tick (✓) in the space provided.

If there is an **extra word** in the line, write that word in the space.

Companies must try either to make products that a few people love or products that many people quite like. An attempt to do both will not produce obstacles and conflicts. Two things that lie behind the craze for emotional involvement. The first is overcapacity: if there are too many products in every market segment, and this means it is hard to get attention for anything ordinary. Marketing consultants argue that it is not enough for companies to make up their consumer goods just a little better. Instead of, they should make only remarkable things that will make consumers take notice. The second factor is the increased ability of consumers to communicate their views about products, either good or bad. According to some experts, the Internet has increased by a factor of 10 the number of people and that one consumer can influence. Sometimes, companies take an advantage of this by using buzz marketing: they create a group of people who will generate enthusiasm for their products, for example by talking about them in our chat rooms.

- ✓
- *not*
-
-
-
-
-
-
-
-
-
-
-

B Stan Wouters, Sunnyvale Brand Manager at Merlin Foods Ltd, receives this e-mail from Liz Jansen, Managing Director of the company. Read the message, then write Stan's reply using his notes below.

From: Liz Jansen
To: Stan Wouters
Subject: Sunnyvale range

Hi Stan,

Sales of our range of soups under the Sunnyvale label are increasing month after month in France but are unfortunately falling rapidly in Germany, both in the North and the South.

Jan Kluis, our sales representative in that region, informs me that German customers find our products expensive – when they can find them at all!

I'd be grateful if you could look into the matter and let me have your recommendations as soon as you can.

Many thanks,

Liz

Stan's notes

The largest supermarket chain sells its own brand of soups at a much lower price
 + don't display our products properly
 Our packaging very similar to current market leader in Germany
 Competitors offer frequent discounts
 + visit supermarkets very often

Recommendations:

Jan doing a great job but why alone?
 Redesign packaging / highlight brand's qualities (natural ingredients)
 Offer managers incentives for them to put our products on top shelves
 Discounts / special promotions / etc.

VOCABULARY

A Complete the sentences with words from the box.

divert	jet-lag	cabin	legroom
delays	service	flights	

- 1 A growing number of people criticise the airlines and demand better *service*
- 2 There are signs that airlines are trying to respond to customer dissatisfaction, for example by providing more and quality in-flight meals.
- 3 Cases of passenger misbehaviour are unfortunately all too common on long-distance
- 4 After a 15-hour flight, you can expect a lot of travellers to suffer from
- 5 Poor service and frequent will inevitably harm an airline's reputation.
- 6 Flight and crews sometimes have to deal with dangerous in-flight behaviour.
- 7 We were heading for Warsaw, but owing to the bad weather, they had to our flight to Frankfurt.

B Complete the text with the best words.

Customer satisfaction

For the second time, the Korona Hotel has been ranked No. 1 for customer satisfaction.

'At our hotel, we give our¹ more than a high-quality experience, we get them to enjoy the Korona way of life,' says Kurt Ahlberg, the General Manager, 'and we pride ourselves on excellent² in a luxurious environment'.

The³ are responsive and service-oriented, they obviously enjoy their jobs and want to help the clients. The Korona is committed to meeting the⁴ of today's international business⁵: there is high-speed Internet access throughout the hotel, and there are three spacious meeting rooms, with all the⁶ needed for successful business⁷.

In addition, the⁸ of the hotel is ideal: a three-minute drive from the international airport.

Ahlberg has long understood that busy executives cannot afford to waste time in⁹ jams as they try to¹⁰ city centre venues. Nor do executives particularly enjoy getting up at dawn to catch an early-morning¹¹.

- | | | | |
|----------------|---------------|------------------|--------------|
| 1 a) customers | b) guests | c) tourists | d) shoppers |
| 2 a) waiters | b) help | c) chefs | d) service |
| 3 a) crew | b) assistants | c) salesmen | d) staff |
| 4 a) needs | b) functions | c) success | d) failure |
| 5 a) tourists | b) dealers | c) travellers | d) voyagers |
| 6 a) tools | b) facilities | c) buildings | d) machines |
| 7 a) speeches | b) lectures | c) presentations | d) talks |
| 8 a) location | b) place | c) venue | d) situation |
| 9 a) transport | b) street | c) road | d) traffic |
| 10 a) reach | b) get | c) arrive | d) go |
| 11 a) arrival | b) airport | c) flight | d) check-in |

LANGUAGE REVIEW

A Match each item on the left with an item on the right.

- | | |
|--|---|
| 1 As you know, we're going to increase our special offers. | a) Look at the fog! |
| 2 We're leaving at five o'clock on Friday morning. | b) They know everything about Apex tickets. |
| 3 Most probably, airport hotels will become increasingly popular. | c) They couldn't get us a later flight this time. |
| 4 Hold on. I'll call our Travel Department and find out for you. | d) We're about to start advertising. |
| 5 Flights are going to be delayed again. | e) Many of them have been designed with the business traveller in mind. |

B Study the forms in bold in Exercise A. Decide which sentence, 1–5, illustrates each of the meanings, a–e, below.

- a) instant decision *.. sentence 4 ..*
- b) pre-planned decision
- c) prediction based on present evidence
- d) general prediction / opinion about the future
- e) future arrangement (diary future)

C In each sentence, one word is missing. Show where the word should go and write it on the line provided.

- 1 Francesca travelling from Italy to Singapore in March... *is*
- 2 We're going meet our agent to discuss our new strategy.
- 3 So you finish in five minutes? OK then. I wait for you in the lounge.
- 4 What time the train arrive in Brussels?
- 5 By the way, Jeff, what you doing on Thursday afternoon?
- 6 It's all decided now. We going to hold the sales conference in Rome.
- 7 Monday morning? Just one moment. I just check my diary.

LANGUAGE +

D Put the words and phrases in order to make sentences.

- 1 as soon as / a ring / I arrive / I'll give / in Brussels. / Mr Dupuis
- 2 I'll / If / is delayed, / miss / my flight / the presentation.
- 3 a better hotel. / going to / I find / I'm / stay here / until
- 4 you advise / I'll / in May / not to go. / our Chinese suppliers / unless / visit / me
- 5 again. / and visit / you are / in Copenhagen / our headquarters / Please come / when

Tip

After *as soon as / if / until / unless / when / once / next time* we use a **present** verb form, even when we are talking about the future.

- Next time you'll ~~be~~ in Vancouver, you must stay at the Plaza Hotel. ✘
- Next time you *are* in Vancouver, you must stay at the Plaza Hotel. ✔

WRITING

A

Choose the appropriate information from the box to complete the fax from the Atlántida Hotel.

your arrival	sincerely	look forward to
your departure	faithfully	hope
Dear Mr	However	inform
Dear Ms	As requested	confirm
	We would appreciate it if	request

HOTEL ATLÁNTIDA

Via del Norte, 12
A Coruña, Spain

FAX

From: Hotel Atlántida (A Coruña, Spain) +34 981 400 123
To: Ms V McDermott, Granta Computer Services Ltd +44 1865 244 987

April 28

Dear Ms¹ McDermott,

This is to² your booking for a single room from May 17 to May 20 inclusive, at a rate of 140 euros per night.

.....³, we will hold your room until midnight on the day of⁴.

We⁵ seeing you in May.

Yours⁶,

B

You are going to attend a team-building seminar in Milan.

Write an e-mail (40–60 words) to your secretary in which you:

- explain why you will be away
- say when exactly you will be away
- give details of what your secretary should do while you are away.

From:
To:
Subject:

VOCABULARY

A Make prefix and verb combinations to complete the sentences. Use the correct form of the verbs.

down	assess
	grade
	locate
	train
de	centralise
	date
	develop
re	launch
	organise
	regulate
up	size
	structure

- If our company says it's going to downsize, I think that means we're out of a job.
- Could you please us on how the project is progressing?
- Lots of companies say they would like to responsibility and authority.
- Nobody knows what will happen to the company because it has not since the last recession.
- Our company is about to its head office to India.
- Owing to political unrest in the north of the country, many companies began to the risk of doing business there.
- Sales will increase if we the product under a different name.
- In May, the Chinese government announced its plan to the telecoms sector into three operators, each with wireless and fixed-line services.
- The local council has plans to the whole area north of our headquarters.
- We bought the new software and then realised we would need to the staff to use it.
- We want to use the money to all our computers with more powerful processors.
- Our government might all internal flights to make the industry more competitive.

VOCABULARY +

B All the verbs in Exercise A have a corresponding noun. Make nouns from the verbs and put them in the correct column.

No change	-ation	-ing	-ment
..... <u>update</u> <u>downsizing</u>
.....
.....

C Complete each pair of sentences with the same noun from Exercise B.

1 The collapse of two banks triggered a widespread of the risk of lending money to financial institutions.

The financial crisis prompted a of the banks' role.

2 Mrs Cooper's presidency was marked by the promotion of home ownership, financial and an unshakeable faith in the free market.

Despite the huge problems faced by financial institutions, some experts maintain that further of the economy and increased entrepreneurialism are essential for our country to increase its growth rate.

3 Some websites offer a minute-by-minute on the rate of exchange between all major currencies.

The latest on fund trends can be downloaded from our website.

4 The retail chain has not yet put a figure on the number of job losses involved in the

Northland Bank could not escape the general of staff and branch numbers among the country's major High Street banks.

5 The of the product will involve a new brand name and a more attractive label.

Two months after its, the circulation of the newspaper had doubled.

LANGUAGE REVIEW**A Past simple or present perfect? Use the correct form of the verbs given to complete the conversation.**

- René: Alex! What a surprise! I *haven't seen*¹ you for months. *see*
- Last time we², you³ about to go to Italy. *meet / be*
- Alex: That's right, yeah. I⁴ there to retrain the sales staff at our main subsidiary. *go*
- René: Mm. What was that like?
- Alex: Interesting, but tough. I'm not sure I⁵ from the experience yet. *recover*
- René: Really? What⁶? *happen*
- Alex: Well, one of the guys in the team⁷ anything that⁸ like a new idea. *reject*
look
- René: I suppose that's what you call 'resistance to change'.
- Alex: Yeah, exactly. And now to make things worse he⁹ of the team. *drop out*
- René: Well, not a big loss, from what you're saying.
- Alex: Mm, you're probably right. Anyway. What about you? I've no idea what you¹⁰ up to. *be*
- René: Guess what! I¹¹ my job! *change*
- Alex: What? You¹² Klintel? I don't believe you! *quit*
- René: Yep! I¹³ with Orseca since January. *be*
- Alex: Oh, I know Orseca. Everyone says it's the place to be.
- René: I certainly don't regret my decision. Since I¹⁴ working for them, I feel a lot better. And I¹⁵ skydiving! *start*
take up

B Cross out the incorrect option in each list.

- 1 A large number of stores were upgraded | last year.
in the late 1990s.
~~since 2003.~~
- 2 The concept of the department store was born | in a different era.
over the last few years.
many years ago.
- 3 It has been an excellent year for Epsol International | so far.
in 2002.
till now.
- 4 They have | yet
already reorganised their local business operations.
never
- 5 How many new products have they launched | since the summer?
this year?
last year?
- 6 Unfortunately, we didn't redevelop the car park | when we had the money.
for the past three years.
six months ago.

WRITING

A Match each sentence with the correct function on the right.

- 1 As agreed, our consultant will be arriving on Wednesday, April 30.
 - 2 Could you please send us some information about the change of ownership at Orseca?
 - 3 If you require any assistance with your relocation, do not hesitate to contact us.
 - 4 This is to let you know that plans for the retraining of our admin staff are under way.
 - 5 We are sorry for any inconvenience you may suffer as a result of this cancellation.
 - 6 We should relaunch our *Davina* mineral water under a different name.
- a) apologising
 - b) confirming
 - c) informing
 - d) offering
 - e) requesting
 - f) suggesting

B Match these sentence halves.

- 1 According to the latest report our consultant has submitted,
 - 2 Firstly, the timing is far from ideal,
 - 3 In addition, the same employees have sometimes expressed dissatisfaction
 - 4 In my opinion, there are two main
 - 5 Secondly, some employees seem unhappy
 - 6 This is particularly true for seminars
- a) held on Mondays and Fridays.
 - b) at the way Jeffrey Hiley conducts the workshops.
 - c) attendance at retraining seminars is declining.
 - d) especially on Friday after a full working week.
 - e) reasons for this situation.
 - f) that they were not involved in choosing the topics.

C Put sentences 1–6 in Exercise B in the correct order to make a section from a report.

- a)¹..... b) c)
 d) e) f)

D Now complete the next section of the report with items from the box.

recommendations	appropriate to	aware of	decisions
in order to	so that		

In order for such seminars to be worth their cost, I would like to make several recommendations¹.

Prior to any training programme, we should:

- a) carry out an in-depth needs analysis² ensure that the content of the training is³ the needs of our company;
 b) conduct individual interviews with prospective participants,⁴ we can evaluate their level of motivation;
 c) ensure that all staff are fully⁵ the purpose of the proposed training, and involve them in⁶ about topics, format and length.

E Read the passage below about the changing concept of work.

- In most of the lines 1–10 there is **one extra word** which does not fit. Some lines, however, are correct.
- If a line is **correct**, put a tick (✓) in the space provided.
- If there is an **extra word** in the line, write that word in the space.

For many of us, work is still a place where we go each day. However, the whole concept of a work and leisure is changing, and for an increasing number of people around the world, work is no longer a place to go but something they do. A substantial number of companies have already introduced a flexible working in policy. This gives their staff a greater degree of choice about when and where they work out. It also enables for them to achieve a balance between their personal and business lives. People with parental responsibilities, for example, value our flexibility enormously. Many companies now offer parents and the option to become ‘homeworkers’ who finish work early afternoon to spend up the rest of the day with their children, and do the rest of their work when the children are asleep.

- 1 ✓
 2 a
 3
 4
 5
 6
 7
 8
 9
 10