

3rd Edition

Elementary

MARKET LEADER



Business English Course Book

David Cotton David Falvey Simon Kent

FT Publishing
FINANCIAL TIMES



DVD-ROM



VOCAB
TRAINER

ALWAYS LEARNING

PEARSON

	DISCUSSION	TEXTS	LANGUAGE WORK	SKILLS	CASE STUDY
UNIT 7 PEOPLE → page 66	Talk about how you like to work	Listening: Interview with a management consultant Reading: Women at the top: Andrea Jung – <i>Financial Times</i>	Describing people Past simple: negatives and questions Question forms	Dealing with problems	Tell us about it: Give advice on problems at work Writing: reply to a problem message
UNIT 8 ADVERTISING → page 74	Do an advertising quiz	Reading: Volkswagen's Black Beetle ad – <i>Financial Times</i> Listening: An interview with an organisation development consultant	Advertising and markets Comparatives and superlatives <i>much / a lot, a little / a bit</i>	Participating in discussions	Excelsior Chocolate Products: Devise an advertising campaign Writing: product launch plan
UNIT 9 COMPANIES → page 82	Do a companies quiz	Listening: An interview with a specialist in change leadership Reading: New markets for Gamesa	Describing companies Present continuous Present simple or present continuous	Starting a presentation	Presenting your company: Prepare a short presentation Writing: company profile

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UNIT 11 CULTURES → page 104	Look at some tips for doing business in another country	Listening: Three people talk about cultural mistakes Reading: Lessons in cultural difference – <i>Financial Times</i>	Company cultures <i>should/shouldn't could/would</i>	Identifying problems and agreeing action	The wind of change: Assess ideas for changing a company culture Writing: action minutes
UNIT 12 JOBS → page 112	Discuss jobs	Listening: An interview with an organisation development consultant Reading: profile on a professional networking site	Skills and abilities Present perfect Past simple and present perfect	Interview skills	Nelson & Harper Inc.: Interview candidates for a job Writing: letter

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UNIT 2 WORK AND LEISURE → page 14	Discuss what people want from work	Reading: Business diary: Eugene Kaspersky – <i>Financial Times</i> Listening: An interview with Ros Pomeroy	Days, months, dates Leisure activities Present simple Adverbs and expressions of frequency	Talking about work and leisure	Hudson Design Inc.: Resolve issues with unhappy staff Writing: e-mail
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UNIT 3 PROBLEMS → page 22	Talk about problems at work	Listening: An interview with a specialist in change leadership Reading: call-centre interviews	Adjectives <i>too/enough</i> Present simple: negatives and questions <i>have</i> <i>some</i> and <i>any</i>	Telephoning: solving problems	High-Style Business Rentals: Respond to negative customer feedback Writing: e-mail
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UNIT 5 FOOD AND ENTERTAINING → page 44	Discuss food from different countries	Reading: India likes fast-food chains – <i>Financial Times</i> Listening: An interview with a specialist in change leadership	Eating out <i>some/any</i> Countable and uncountable nouns	Making decisions	Which restaurant? Choose the right place to eat for some important clients Writing: e-mail
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UNIT 6 BUYING AND SELLING → page 52	Talk about buying different products	Reading: Uniqlo: a global success story Listening: An interview with a management consultant	Choosing a product Choosing a service Past simple Past time references	Describing a product	NP Innovations: Decide on a new product Writing: e-mail
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Introduction

What is *Market Leader*, and who is it for?

Market Leader is a multi-level business English course for businesspeople and students of business English. It has been developed in association with the *Financial Times*, one of the leading sources of business information in the world. It consists of 12 units based on topics of great interest to everyone involved in international business.

This third edition of the Elementary level features completely updated content and a significantly enhanced range of authentic resource material, reflecting the latest trends in the business world. If you are in business, the course will greatly improve your ability to communicate in English in a wide range of business situations. If you are a student of business, the course will develop the communication skills you need to succeed in business and will enlarge your knowledge of the business world. Everybody studying this course will become more fluent and confident in using the language of business and should increase their career prospects.

The authors



David Falvey (left) has over 25 years' teaching and managerial experience in the UK, Japan and Hong Kong. He has also worked as a teacher trainer at the British Council in Tokyo, and was previously Head of the English Language Centre and Principal Lecturer at London Metropolitan University.

David Cotton (centre) has over 40 years' experience teaching and training in EFL, ESP and English for Business, and is the author of numerous business English titles, including *Agenda*, *World of Business*, *International Business Topics* and *Keys to Management*. He is also one of the authors of the best-selling *Business Class*. He was previously a Senior Lecturer at London Metropolitan University.

Simon Kent (right) has over 20 years' teaching experience, including three years as an in-company trainer in Berlin at the time of German reunification. He is currently a Senior Lecturer in business and general English, as well as having special responsibility for designing new courses at London Metropolitan University.

What is in the units?

STARTING UP

You are offered a variety of interesting activities in which you discuss the topic of the unit and exchange ideas about it.

VOCABULARY

You will learn important new words and phrases which you can use when you carry out the tasks in the unit. You can find definitions and examples, and listen to the pronunciation of new vocabulary in the i-Glossary feature on the DVD-ROM. The DVD-ROM also contains practice exercises. A good business dictionary, such as the *Longman Business English Dictionary*, will also help you to increase your business vocabulary.

READING

You will read authentic articles on a variety of topics from the *Financial Times* and other newspapers and books on business. You will develop your reading skills and learn essential business vocabulary. You will also be able to discuss the ideas and issues in the articles.

LISTENING

You will hear authentic interviews with businesspeople and a variety of scripted recordings. You will develop listening skills such as listening for information and note-taking. You can also watch the interviews and find further practice exercises on the DVD-ROM.

LANGUAGE FOCUS

This section focuses on common problem areas at elementary level. You will become more accurate in your use of language. Each unit contains a Language focus box which provides an overview of key grammar items. A Grammar reference section can be found at the back of the book and on the DVD-ROM. The DVD-ROM also provides extra grammar practice.

SKILLS

You will develop essential business communication skills, such as making presentations, taking part in meetings, negotiating, telephoning, and using English in social situations. Each Skills section contains a Useful language box, which provides you with the language you need to carry out the realistic business tasks in the book. The dialogues from the Skills sections appear on the DVD-ROM, which also supplements the Course Book with additional activities.

CASE STUDY

Case studies are linked to the business topics of each unit. They are based on realistic business problems or situations and allow you to use the language and communication skills you have developed while working through the unit. They give you the opportunity to practise your speaking skills in realistic business situations. Each Case study ends with a writing task.

WORKING ACROSS CULTURES

These four units focus on different aspects of international communication. They help to raise your awareness of potential problems or misunderstandings that may arise when doing business with people from different cultures.

REVISION UNITS

Market Leader Elementary third edition also contains four revision units, each based on material covered in the preceding three Course Book units. Each revision unit is designed so that it can be completed in one session or on a unit-by-unit basis.

Introductions

'James Bond, Universal Exports.'
Sean Connery, British actor, in From Russia With Love

OVERVIEW

VOCABULARY

Nationalities

LISTENING

Meeting business contacts

READING

Angela Ahrendts

LANGUAGE FOCUS 1

to be

LANGUAGE FOCUS 2

a/an with jobs,
wh- questions

SKILLS

Introducing yourself and others

CASE STUDY

A job fair in Singapore





STARTING UP

- A** Work in pairs. Complete the sentences below with words from the box. There are two words you do not need.

from I'm my name's she you

- Emma. Emma Schneider, from Habermos in Hamburg.
- Good morning. name's Shi Jiabao.
- My Akim, by the way. Akim Anyukov.
- How do you do. I'm Nuria Sosa, RTA Seguros.

- B**  CD1.1-1.4 Now listen to the four businesspeople (1-4) introducing themselves. Check your answers to Exercise A. Match the speakers to their business cards (A-D) on page 7.

- C**  CD1.1-1.4 Listen again. Where is each speaker? Choose from the following places.

- a) on the phone b) in a hotel c) at a conference d) at the airport

- D** Talk about yourself.

Hello. My name's I'm from

A **ASTENA Consulting Group**

Akim Anyukov
Accountant

PO Box 103 Tel: +7 (812) 275-5626
St Petersburg Cell: +7 (812) 101-4046
193015 RUSSIA E-mail: akim@accounts.ru

B **Habermos GmbH**

Emma Schneider
Product Manager

Steintwiete 47
20459 Hamburg Germany
Tel: +49 (0) 40-56 91 65 56
Mobile: +49 (0) 177-7 46 94 36
Skype: emmaschneider
E-mail: eschneider@habermos.de

C **RTA Seguros S.A.**

Nuria Sosa
Senior Manager

Ayacucho 3813
(B1765ETL) Recoleta + (54 11) 4625-1796
Buenos Aires, Argentina E-mail: sosa@rtas.com.ar

D **Shi Jiabao**

88 Xue Yuan Road, Hangzhou,
Zhejiang Province, P.R. China 310012

Tel: (0086-571) 2152433
E-mail: jia@mail.zjzs.edu.cn

E **CD1.5 Listen to these letters and practise saying them.**

A H J K F L M N S X Z O R
B C D E G P T V I Y Q U W

F **CD1.6 Listen and write the words that are spelled.**

1 2 3 4

G **Work in pairs. Spell the names of some people.**

Student A: Turn to page 130. Student B: Turn to page 136.

VOCABULARY
Nationalities

A **Complete the chart of countries and nationalities below using the words from the box. Add other countries and nationalities.**

Brazilian Polish Germany Kuwaiti French Oman
Italian Spain Russia Turkey Japanese Swedish
China Greece British American Indian Mexican Korean

Country	Nationality
	<i>-an</i>
Brazil	<i>Brazilian</i>
<i>Germany</i>	German
India
Mexico
Italy
.....	Russian
Korea
	<i>-ese</i>
Japan
.....	Chinese
	<i>-i</i>
Kuwait
.....	Omani

Country	Nationality
	<i>-ish</i>
Poland
.....	Spanish
Sweden
.....	Turkish
	<i>others</i>
France
.....	Greek
the UK
the USA

B **CD1.7 Listen and check your answers to Exercise A.**

C Work in pairs. Ask and answer questions about the nationality of the companies from the box below.

Student A: Turn to page 132.

Student B: Turn to page 138.

A: *Is Sony Japanese?*

B: *Yes, it is. Is Chanel Swedish?*

A: *No, it isn't. It's French.*

Sony Chanel Ikea Zara Prada Gazprom Michelin Mercedes
McDonald's Samsung Petrobras Tesco Tata Group Telcel



See the DVD-ROM for the i-Glossary.



D What are the most famous companies in the world, in your opinion? What is their nationality?

LISTENING
Meeting business contacts

A CD1.8 Jeremy Keeley is a consultant. Listen to him introducing himself in the first part of the interview and decide whether these statements are true (T) or false (F). Correct the false ones.



Jeremy Keeley

- 1 He lives in London.
- 2 He has three very young children.
- 3 He runs his own business.
- 4 His business works for organisations across the USA and Asia.
- 5 He helps leaders become better leaders.
- 6 He always shakes hands when he meets people.

B CD1.9 Listen to the second part. Complete what Jeremy says about meeting new business contacts and exchanging business cards.

I usually say, 'Hello,¹ are you?', '.....² do you come from?', '.....³ do you do?'. I usually find out⁴'s important to them,⁵ they're there. I usually wait until they've asked me a question before I talk too much about myself.

I usually⁶ until the person I'm meeting⁷ me a business card before I offer them mine, so we'll⁸ them at that point.

Watch the interview on the DVD-ROM.



C In business, when do you:

- shake hands?
- kiss?
- bow?
- exchange business cards?

READING

A

Read this article. Then complete the chart below.

Angela Ahrendts

From small town to global leader

Angela Ahrendts is the American CEO* of Burberry, the \$2.2 billion fashion company. Burberry is one of the biggest luxury brands in the world. The headquarters of this British company are in London, and it has more than 270 stores in 80 countries.

Fifty-year-old Ahrendts is from a small town in Indiana. She is married to Greg, her high-school sweetheart. They have a son (15) and two daughters (14 and 11). Their son, Jennings, dreams of being a rock star. The children are at an American international school in London.

Ahrendts is always elegant. Most days she wears Burberry – usually something from its Prorsum range.

She usually gets up around 4.30. 'I need a quiet time in the morning to answer e-mails,' she explains. On days when Ahrendts is in London, she often has back-to-back meetings for 10 hours. She keeps going by drinking six Diet Cokes a day. She travels on business one week a month, but tries to get home for weekends.

Family is important for Ahrendts. 'I'm at work or with my family. I don't have time for other things.' When she is not working, she likes to eat a takeaway pizza with her children or play basketball with them. Ahrendts and the family go back to Indiana for holidays several times a year. 'We want our children to stay in contact with their cousins,' she says.



* A CEO (chief executive officer) is the person with most authority in a company.

Angela Ahrendts

Age	50
Job	
Nationality	
Family	
Interests outside work	

B

Decide whether these statements are true (T) or false (F). Correct the false ones.

- Burberry is an American company. *F (It's a British company.)*
- Burberry is a global fashion company.
- All Ahrendts's children are teenagers.
- They are at school in America.
- Most mornings, Ahrendts is up before 5 a.m.
- She is away on business most weeks.
- She has a lot of interests outside work.
- For Ahrendts, keeping in contact with relatives is important.

C

Work in pairs. Write five questions about Angela Ahrendts and Burberry.

Is Angela married?

Where is she from?

D

Now work with a different partner. Close your books and ask each other your questions from Exercise C. See who can remember the most answers!

LANGUAGE FOCUS 1

to be

We often use the verb *to be* to describe people.

Angela Ahrendts **is** CEO of Burberry. She **is** American. She **is** married.

I	am	(I'm)	
You		(You're)	
We	are	(We're)	
They		(They're)	Spanish.
He		(He's)	
She	is	(She's)	
It		(It's)	
I	am not	(I'm not)	
You		(You aren't)	
We	are not	(We aren't)	
They		(They aren't)	Italian.
He		(He isn't)	
She	is not	(She isn't)	
It		(It isn't)	

→ page 145



A Complete this information about Maristella with short forms of the verb *to be*.

My name's.....¹ Maristella. I.....² Brazilian and I.....³ from São Paulo. I.....⁴ a research analyst for an investment bank in New York. I.....⁵ married with two children, a boy and a girl. They.....⁶ at high school in Scarsdale. My husband.....⁷ American and he.....⁸ a doctor. My sister.....⁹ in New York, too. She.....¹⁰ a student at Columbia University. We.....¹¹ all interested in sports and movies. My son.....¹² a good tennis player.

B CD1.10 Listen and check your answers.

C Complete this chart about yourself. Then introduce yourself to a partner.

1	Name	4	Nationality
2	Job	I'm a(n)	5	Interests
3	City	I'm from	6	Favourite sports

D Now write a paragraph about your partner. Use the text in Exercise A as a model.

My partner's name is ...

E Complete these sentences with negative forms of *to be*.

- She's Russian, but she isn't from Moscow.
- They're Japanese, but from Tokyo.
- He's German, but from Munich.
- I'm in sales, but the manager.
- The office is in Paris, but in the centre.
- Her name is Sophia, but Italian.