

МИНИСТЕРСТВО ОБРАЗОВАНИЯ РОССИЙСКОЙ ФЕДЕРАЦИИ
САМАРСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ

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BUSINESS ENGLISH

Учебное пособие

для индивидуальной работы по деловому английскому языку
студентов 4 курса специальности «английская филология»

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1. HIRING

1.1 GRAMMAR Complete these sentences. Use the correct verb tense: **hiring, would have hired, had been hiring, or hire**.

If I had known about this person before, I _____ her sooner. Many companies prefer to _____ someone who knows an employee of the company. You need to know if it is cost effective when _____ a new person. Bill _____ temporary employees until he found me.

1.2 VOCABULARY Can you match the vocabulary with the meanings?

- | | |
|---------------------------|--|
| 1. part-time employee | a) works the same hours weekly as an employee, but costs less and there is no long-term commitment by the employer |
| 2. temporary employee | b) works for the length of a project, but costs less and is not under the supervision of the employer |
| 3. independent contractor | c) works fewer hours weekly than an employee, but costs less and is still under the supervision of the employer |

1.3 READING Read the text.

When hiring someone, how can you minimize costs while making sure the new employee is a responsible worker? One way to solve this problem is to hire someone **part-time**. By limiting the number of hours per week and some of the benefits, this option allows you to get needed help for less money. A second option is to hire a **temporary employee**. A temp works the same hours weekly as an employee, but costs less and there is no long-term commitment by the employer. The advantage is that you can observe a temp to see if this person would make a good **full-time employee**. A third option is to hire an **independent contractor** who works for the length of a project. An independent contractor costs less and is not under the supervision of the employer. The greatest advantage is the large financial savings to an employer. The government does not require an employer to pay the same benefits and taxes for an independent contractor as it does when an employee is hired.

1. What problem do you solve by hiring someone who is not a full-time employee?
2. Which hiring option gives you the most control over an employee *with the least commitment?* (с наименьшими обязательствами)

1.4 IDIOMS Read the text below, paying close attention to the words in bold type.

Sally:

Hello, Juan! You said last week that you had a friend looking for work. Well, I need someone **asap**.

Juan:

Yes, Alex needs a job to pay his loan back to **Uncle Sam**. Are you looking for someone **full-time**?

Sally:

I think **outsourcing** may be my best choice. I can get the help I need and not have to pay the employee benefits.

Juan:

Well, don't you also want to get someone who you may eventually hire full-time?

Sally:

You're right. I feel like I'm **between a rock and a hard place**.

Juan:

Why don't you hire a temp? You can cut your costs. At the same time, you'll be able to observe this person to see if you would like to hire him or her full-time.

Sally:

Thanks, Juan. What a wonderful idea! The best decision I ever made was when I decided to marry you.

asap - As soon as possible.

Uncle Sam - A name for the federal government in the USA.

outsourcing - Contract with outside businesses to furnish services.

between a rock and a hard place - To have a dilemma, be not sure what to do.

1.5 QUIZ Choose the best answer.

1. If you ____ someone that is not full-time, be sure to study your options.
 - a) had been hiring
 - b) hire
 - c) would have hired
2. The ____ is not full-time and is not supervised.
 - a) part-time employee
 - b) temporary employee
 - c) independent contractor

Answers:

1.1 would have hired, hire, hiring, had been hiring

1.2 1c / 2a / 3b

1.3 1. The problem of minimizing costs while making sure a new employee is a responsible worker.

2. Hiring a temporary employee.

1.4 1b / 2c

2. MEETINGS

2.1 GRAMMAR Complete these sentences. Use the correct verb tense: *is beginning, began, has begun, or had begun.*

In the past, our meetings always _____ on time. Bill usually arrived after a meeting _____. Today the executive meeting _____ a few minutes late. This meeting _____ and everyone must be seated.

2.2 VOCABULARY Can you match the vocabulary with the meanings?

1. **consensus**

2. **compromise**

3. **vote**

a) to express your opinion or belief about an issue

b) an agreement by opposing sides where each side must make a concession

c) an agreement that all people in the group can work with

2.3 IDIOMS Read the text below, paying close attention to the words in bold type.

Donna:

I **called this meeting** to discuss how we can increase sales this quarter.

Dan:

I think we should analyze sales for the last three quarters

Alex:

May I have the floor?

Donna:

Yes, Alex.

Alex:

The analysis **that** I'm going to show you illustrates the need to hire additional sales staff.

Maria:

I disagree. **My gut feeling** is that our existing sales staff needs more training.

Chen:

No way! The solution to our sales problem is related to the price of our product training.

Donna:

Let's **table the discussion** for now and study Alex's analysis over the weekend. We can meet again on Monday.

called this meeting - Arranged to have a meeting.

May I have the floor? - May I speak?

my gut feeling - My intuition.

no way - I disagree.

table the discussion - Continue the discussion later.

Cultural Information

Consensus in the United States does not mean that all people in the group will agree with the decision that has been made. The objective of consensus is not complete agreement. Consensus is when a group is trying to find the most acceptable solution to a problem. The group makes a decision that all members can comfortably work with. In order for consensus to function, people must be open to the influence of others in the group. Members need to focus on the problem and not on the personalities of other members.

Answers:

2.1 began, had begun, is beginning, has begun

2.2 1c/2b/3a

3. HOLDING A MEETING

3.1 GRAMMAR *In meetings, we often need to list things. Which phrase goes where? (Choose from: secondly/finally/first of all.)*

_____, we're going to look at the results of our market search,
_____, we'll consider which of our products is best for the market, and
_____ we'll think about our advertising strategy.

3.2 VOCABULARY *Which is the right definition? Use a dictionary if necessary.*

1. To take the chair

2. To make a point
3. To take a vote
 - a) Each person agrees or disagrees with something.
 - b) To lead a meeting
 - c) To express an opinion

3.3 READING *What do the words in quotes mean in this meeting?*

A: «Can I just come in here?»

B: Sure

A: «I think Bill's got a point.»

B: Yes?

A: Yes. I agree with him «entirely.»

WRITING TIPS

Minutes are the notes from a meeting. If you're taking minutes, prepare beforehand. Write 'points' and 'action' at the top of the page. Under 'points' write who made the point. Under 'action' write who is going to do what. Look at these examples.

Points:

John talked about the problems of the Japanese market.

Action:

Peter is to follow a course in Japanese culture.

Cultural Information

Meetings are very important but can take up a lot of time. Some employees find them boring and unproductive. So these days meetings are usually very practical and focused. Some meetings are held standing up! Don't forget: if you have something to say, say it - but be careful with other people's feelings.

Answers:

3.1 first of all/secondly/finally

3.2 1. b) 2. c) 3. a)

3.3 Can I just come in here? = Can I say something?

He's got a point = He's right Entirely = Completely

4. BUSINESS E-MAIL

4.1 GRAMMAR Complete these sentences. Use the correct verb tense: *wrote, writing, writes, or was writing*

I _____ my boss an e-mail when I received a surprise telephone call from him. There are certain rules of etiquette for anyone who _____ e-mail messages at work. Experts say that _____ business e-mails is an effective way to communicate with colleagues. Bill _____ a questionnaire about his product and e-mailed it to several customers.

4.2 VOCABULARY Can you match the vocabulary with the meanings?

1. commercial e-mail
2. bulk e-mail
3. spam
 - a) a group of messages with identical content sent via e-mail to a large number of addresses at once
 - b) any e-mail message sent by a business for soliciting the purchase of goods or services
 - c) unwanted e-mail messages

4.3 READING Read the text.

The Internet is a highly useful tool that is used for legitimate purposes, but it is also becoming a tool for abuse. Most e-mail users have received a virus in an e-mail message or some vile language or image. Sometimes people refer to getting spam as net abuse. But spam is not so much an example of abuse «on» the Internet, as much as it is abuse «of» the Internet. If anything, it is just not proper behavior; it is not proper «netiquette.» To really be net abuse, an act must disrupt the e-mail use of a very large number of people. For example, organized account «hacking» occurs when some form of bank or trading account code is broken for the purpose of stealing the funds. This type of activity can inspire widespread fear among Internet users and be considered an authentic form of abuse.

1. Why is spam abuse **of** the Internet?
2. Why is account hacking abuse **on** the Internet?

4.4 IDIOMS Read the text below, paying close attention to the words in bold type.

David:

Good morning, Rosa! What's for breakfast this morning? I'm so hungry, I could eat a horse.

Rosa:

You're going to love what's on the menu today. We have scrambled eggs, spam, beans, and toast.

David:

Did you say spam? This is really **deja vu** for me.

Rosa:

Oh, did you have spam for breakfast yesterday?

David:

No, but I got spammed yesterday during breakfast.

Rosa:

What are you talking about?

David:

During breakfast yesterday, I opened my e-mail on my laptop and discovered that I had been sent ten identical messages by some woman.

Rosa:

So what vile message did she write you?

David:

It read, «I love you, John.»

could eat a horse - Very hungry.

spam - (spiced ham) 1) a luncheon meat that comes in a can; (преим. амер. банка консервов) консервированный колбасный фарш 2) unwanted e-mail messages; перен. практически бесполезная информация (обычно - реклама), принудительно рассылаемая большому числу абонентов электронной почты

deja vu - A feeling that you have seen or heard something before.

got spammed - Got an unacceptably high number of identical e-mail messages.

Answers:

4.1 was writing, writes, writing, wrote

4.2 1b/2a/3c

4.3 1. It is not proper netiquette.

2. Account hacking inspires widespread panic among a large number of Internet users.

5. AMERICAN BUSINESS CULTURE

5.1 GRAMMAR Complete these sentences. Use the correct verb tense: *was, is, has been, or had been*.

Laura _____ now our chief negotiator. By the time I arrived for the meeting, the negotiations _____ completed. He _____ in the meeting for two hours so far. The financial problem _____ solved during the negotiation.

5.2 VOCABULARY *Can you match the vocabulary with the meanings?*

1. negotiation
2. meeting
3. date
 - a) a social engagement between two persons, usually for romantic reasons.
 - b) a conference with another person so as to arrive at an agreement on some matter
 - c) the process of coming together by colleagues to discuss business

5.3 READING *Read the text.*

In American business culture, the negotiation process is extremely critical to promoting the interests of a company. It is essential in this process to possess powerful skills in persuasion **and** an understanding of the business culture. Learning how to act in this culture may be the more difficult of the two skills. What you know about the values, attitudes and beliefs that influence business in the United States can significantly help you during a negotiation. Business in the U.S. is conducted at a very fast pace. The explanation for this is that financial gain is often valued more than status, protocol, or national honor. U. S. salespeople sometimes bring final contracts to first meetings with prospective clients. Wasting time means losing money in this business culture.

1. What are two important skills in the negotiation process?
2. Why is American business conducted at a fast pace?

5.4 IDIOMS *Read the text below, paying close attention to the words in bold type.*

Jack North:

I'm very pleased to meet you, Mr Ruiz. I hope that we can **come to terms** today.

Brian Ruiz:

Please, just call me Brian. Let me introduce you to my boss, Ms Armstrong.

Gabriela Armstrong:

Hello, Mr. North. I'm Gabriela. Shall we get started? After all, **time is money.**

Jack North:

I agree. Please call me Jack. Most business experts agree that our company makes the best product currently **on the market.**

Gabriela Armstrong:

Look Jack, can we just **cut to the chase?** What's your best offer?

Jack North:

Well, you have a copy of the contract in front of you. Any reason why we can't **cut a deal** today?

Brian Ruiz:

This looks like a **piece of cake**, Gabriela.

Gabriela Armstrong:

Then let's do it, gentlemen.

come to terms - agree to a business proposition

time is money - you can lose money by wasting time

cut to the chase - save time

cut a deal - sign a contract

piece of cake - very simple to accomplish

let's do it - I agree

Answers:

5.1 is, had been, has been, was

5.2 1b/2c/3a

5.3 1. Powerful skills in persuasion and an understanding of the business culture.

2. Financial gain is highly valued and wasting time means losing money

6. STOCK MARKETS (PARTS 1-3)

Part 1

6.1.1 GRAMMAR *Can you fill the gaps? Choose from: in, of, by, on, by*

The Dow Jones has gone down ____ three hundred points overnight, and this has had a negative effect ____ the FTSE and other markets. Commentators say that the Dow has been affected _____ a fear _____ a rise _____ interest rates.

6.1.2 VOCABULARY *Can you match the words with the meanings?*

1. profit-taking
2. profit warning
3. pre-tax profits
 - a) profit earned before taxes are paid
 - b) when investors sell shares to make a profit
 - c) when a company tells its shareholders that profits will be lower

6.1.3 READING Do you know what the words in quotes mean?

Since last week shares in Freesite have gone into «freefall», and other high-tech companies have been experiencing a lot of «turbulence». There's little «investor confidence» around the techs right now.

WRITING TIPS

Do you think that the language used to write about stock markets is usually formal or informal? Well, it's actually quite informal, and many colorful idioms are used--e. g. «The FTSE has just gone into meltdown» (= is doing terribly) or «The market's going through the roof» (= doing wonderfully).

Cultural Information

The financial part of London is called «the City». If you say you work in «the City» it means you work for a financial institution in that area. The image of City workers has changed over the last generation--from very formally dressed men to fast talking people with big bonuses and mobile phones.

Answers:

6.1.1 by/on/by/of/in

6.1.2 1b/2c/3a

6.1.3 Freefall = shares have gone down a lot

Turbulence = instability

Investor confidence = belief (in a share's value)

Part 2

6.2.1 GRAMMAR Can you put the verb in brackets in the right tense?

Last week the Dow Jones (go) _____ up by 50 points, but this week it (go) _____ down by 25 points.

6.2.2 VOCABULARY Which words go in the blanks?

A bull market is a market in which people _____ shares, hoping they will _____ in value. A bear market is a market in which people _____ shares, hoping they will _____ in value.

6.2.3 READING What do the words in quotes mean?

Stock markets throughout the world are influenced by the Dow Jones, «media reports», «economic data», and «market sentiment». Markets can go up and down because of these factors.

WRITING TIPS

Have you ever bought financial services on the internet? You need to be careful with your figures: if you want to write 1, you need to write 01. You may be asked to choose from a «lump sum» (= one single payment) or «monthly payments». Finally, don't forget to check all the details before your final click!

Cultural Information

Do many people invest in shares in your country? In the USA it's extremely common. Meanwhile, in the UK it's becoming more and more common - many old state companies (e. g. British Telecom) have been «privatised» - this means that members of the public can buy shares from the government.

Answers:

6.2.1 went/has gone

Do you know why we use a different tense in these sentences? Because last week is finished, but this week isn't.

6.2.2 buy/increase/sell/decrease

So which one is considered to be positive? That's right - a bull market.

6.2.3 media reports = what journalists say/write

economic data = information like unemployment statistics

market sentiment = how other investors are investing their money

Part 3

6.3.1 VOCABULARY *Can you match the vocabulary with the meanings?*

1. bond
 2. mutual fund
 3. stock
- a) a loan to a corporation to develop a new product or build a new plant.
 - b) this is part ownership in a company and you earn a profit when the company prospers
 - c) this is a vehicle for investing in a variety of ways

6.3.2 READING *Read the text.*

A bond is a loan. When a company needs to introduce a new product or build a plant, it might decide to issue bonds. The corporation and its investment banker determine the interest rate and the years to maturity when the loans are paid off. The risk for the investor is that interest rates will rise, which makes the price of the bond you hold fall. However, when you buy a stock you become part-owner of the company. When the company prospers, you make some

money. If the company loses, then so do you. It's critical that you investigate a company's future investment opportunities. It is usually a safe bet to invest in big-name companies. An investment in General Electric, for example, is considered a «blue-chip stock». Choosing stocks is difficult and buying bonds can be expensive. In contrast, mutual funds participate in the stock and bond market for a small investment. A mutual fund is not like a stock or a bond. It is a vehicle for investing in either or both of them. Each fund is like a large pie that is cut into pieces, called shares. Each share gets a portion of the fund's gains or losses. Mutual funds are perfect for beginning investors because they provide flexibility and variety.

1. Which type of investment is the most difficult to choose and why?
2. Why are mutual funds best for beginning investors?

6.3.3 IDIOMS *Read the text below, paying close attention to the words in bold type.*

Alice:

Hi Jose! How's the stock market these days? Are you still making money **hand over fist**?

Jose:

Not now, we're in a **bear market**.

Alice:

Does that mean you're losing your shirt?

Jose:

Yes, the value of my stocks has decreased and most of them are worth much less than what I paid for them.

Alan:

Don't worry folks! We survived bear markets in the 1920s and the 1990s and we'll do it again.

Jose:

Are you saying that we are in a **depression** now?

Alan:

No, but we are in a **recession**.

Alice:

What do you advise a beginning investor to do?

Alan:

I suggest you just wait until the market **rallies** again.

hand over fist - In large quantities.

bear market - When many stocks begin to decrease in value at the same time.

you're losing your shirt - Losing money

depression - Extremely low economic activity.

recession - Low economic activity, but not as severe as a depression.

rally - Most stocks start to increase in value.

Answers:

6.3.1 1a/2c/3b

- 6.3.2** 1. Stocks are the most difficult to choose because you need to investigate a company's investment opportunities.
2. They are not as difficult to choose as stocks nor as expensive as bonds, yet they provide flexibility and variety.

7. PERSONAL FINANCE

7.1 GRAMMAR Complete the sentences using the correct verb tense: *have saved, had saved, save or will save*.

It's time to pay my taxes again and fortunately I _____ all of my receipts. You can usually _____ money on taxes if you deduct certain business expenses. Jack wishes he _____ his records, because he will be audited this year. Most people _____ time filing their tax forms if they maintain good record keeping.

7.2 VOCABULARY Can you match the vocabulary with the meanings?

1. **underestimate**

2. **audit**

3. **deduct**

- to make an official examination of a person's finances for tax purposes
- to legally reduce an amount of money from the total owed to the government in taxes
- to calculate insufficiently an amount of money

7.3 READING Read the text.

Record keeping can become an extra chore in our hectic daily lives. However, one thing even more bothersome is having to pay extra taxes because you do not have effective record keeping. A good way to start is to put every receipt, canceled check and credit card slip in a large shoe box each day. When it comes time to file your income taxes, you will not underestimate what you can deduct from taxes. Good record keeping helps if the government decides to audit you, by showing proof of what you deducted.

- How can you save money on paying taxes?
- Besides deductions, how else is record keeping helpful?

7.4 IDIOMS Read the text below, paying close attention to the words in bold type.

Mary: Hi Bill! All ready for **tax season**?

Bill: Yes, this year I decided to **keep track** of all my expenses.

Mary: That doesn't **sound like you**!

Bill: Well, I got audited last year. I didn't have many receipts so they **threw the book at me**.

season - a few weeks before April 15, when taxes are due

keep track - maintain good records

sound like you - you don't usually behave like this

threw the book at me - they punished me by charging me more money

Cultural Information

The Internal Revenue Code in the United States states that taxpayers are responsible for books and records that are adequate for audit purposes. «Adequate» means they exist, are in proper form, and are readily available. The code also allows an auditor to force you to show the records needed to audit your return.

Answers:

7.1 have saved, save, had saved, will save

7.2 1c/2a/3b

7.3 1. By learning good record keeping.

2. You can show proof of what you deducted.

8. ORGANISING THE BUSINESS

8.1 GRAMMAR Can you fill the gaps? Choose from: *for, by, of, into*

Large companies are divided _____ several departments, for example marketing, human resources, production, research and development. Each is run _____ a director, who is responsible _____ the overall efficiency _____ his/her department.

8.2 VOCABULARY Can you match the vocabulary with the meanings?

1. rationalisation
2. restructuring
3. diversification
4. expansion

- a) offering new goods/services
- b) reducing the number of employees - to save money
- c) making the company larger
- d) changing the structure of the business

8.3 READING *What do the words in quotes mean?*

You need a good «site» for a business. It should be close to large centres of population, have a good «infrastructure,» and it needs to have access to a «skilled workforce.»

WRITING TIPS

Large companies describe their management structure in «diagram form» - maybe using lines to show who is responsible for what. And, of course, each manager will receive a «job description,» detailing that person's responsibilities exactly. These job descriptions often look terrifying! Does yours?

Cultural Information

It's becoming more and more fashionable for managers to listen to the views of the workers and to act on their comments. There are two advantages to this: firstly, the workers feel more involved in decision-making, and secondly, companies can save a lot of money. This approach comes originally from Japan.

Answers:

8.1 into, by, for, of

8.2 1b/2d/3a/4c

8.3 site = place

infrastructure = roads, railways, telephone lines, etc..

skilled workforce = people who are trained to do the jobs

9. INTEREST RATES

9.1 GRAMMAR *Can you fill the gaps? Choose from down, more, up, less.*

If you put interest rates _____, it's more expensive to borrow money, so people borrow _____. But if you put interest rates _____, it's cheaper to borrow money, so people borrow _____.

9.2 VOCABULARY *Can you match the vocabulary with the meanings?*

1. base rate

2. a half point rise
3. monetary policy
4. the money supply
 - a) how much money is circulating in the economy
 - b) standard lending rate set by the central bank
 - c) what a government or central bank decides to do concerning interest rates
 - d) an increase of 0.5%

9.3 READING *What do the words in quotes mean?*

When interest rates go up, foreign investors buy the currency, and this makes the currency stronger. This makes it difficult for exporters, but easier for importers, who «source» their goods from «overseas».

WRITING TIPS

Do you remember how important compound nouns are in business English? Here are some to do with interest rates. Rates may be decided in a «committee meeting» (= a meeting of appointed experts). These people have to keep the «Retail Price Index» (= inflation rate) inside government targets.

Cultural Information

In the USA they have what's called a «Goldilocks» economy. This means that the temperature of the economy is just right - it's not stagnant, but it's not growing too fast. So interest rates often don't have to be moved much.

Answers:

9.1 up, less, down, more

9.2 1b/2d/3c/4a

9.3 source = import

overseas = abroad

10. ECONOMIC TERMS

10.1 GRAMMAR *Can you fill the gaps? Choose from competitive, compete, competitors, competitiveness.*

We must be able to _____ in the market place. Yes, we need to be more _____ - we need to increase our _____ in relation to our _____.

10.2 VOCABULARY *Can you match the vocabulary with the meanings?*

1. gross national product
2. gross domestic product
3. per capita
 - a) per person
 - b) total value of goods and services produced inside one country (including foreign investors)
 - c) total value of goods and services produced by one country through its companies at home and abroad

10.3 READING *What do the words in quotes mean?*

It's important to have a good «fiscal policy.» You need to strike a balance between «direct taxation» and «indirect taxation.»

WRITING TIPS

Do you have to write essays on economics? If you're borrowing an author's ideas, you have two choices. You can refer directly to the author (quoting the exact word) or indirectly (summarizing the ideas in your words). In both cases, state the surname and year of publication in the main body of the text.

Cultural Information

The language used in economics is changing fast, and this is having a big effect on language in general. Economists often turn nouns into verbs, for example 'to trend.' You can say 'the shoe industry is trending upwards,' which means there is a positive trend in the shoe industry.

Answers:

10.1 compete, competitive, competitiveness, competitors.

Which of the above are nouns? That's right - competitiveness and competitors.

10.2 1c/2b/3a

10.3 fiscal policy = policy on taxation

direct taxation = taxes taken directly from earnings

indirect taxation = taxes taken from the purchase of certain products/services

11. TV ADVERTISEMENTS

11.1 GRAMMAR *Can you fill the gaps? Choose from **advertise**, **advertisements**, **advertising**.*

_____ is an important way of selling products and services.
It's important to _____, and it's also important to schedule
_____ at the right times.

11.2 VOCABULARY *Can you match the vocabulary with the meanings?*

1. slogan
2. target audience
3. prime time
4. image
5. celebrity
 - a) the time when most viewers will be watching
 - b) famous person
 - c) the people you want to sell your goods/services to
 - d) the way something looks
 - e) phrase or sentence which is associated with the goods/service

11.3 READING *What do the words in quotes mean?*

The «hard sell» approach doesn't seem to be working any more. The audience is too «sophisticated». We need to «appeal to» the audience's intelligence.

WRITING TIPS

If you're doing some market research before you advertise your product, you can either do «quantitative research» (resulting in figures) or «qualitative research» (resulting in subjective comments). The latter is often done in «focus groups» (special groups consisting of different sorts of consumers).

Cultural Information

Advertisements have changed a lot over the last thirty years. This is a typical pattern today: first they broadcast the full advertisement, then they broadcast only part of it - which acts as a reminder. Also, many advertisements are divided into two - with half at the beginning of the break, and half at the end.

Answers:

11.1 advertising, advertise, advertisements

11.2 1e/2c/3a/4d/5b

11.3 hard sell = continual repetition of the brand name plus an instruction to buy
sophisticated = experienced and choosy
appeal to = be attractive to

12. INVESTMENT PORTFOLIOS

12.1 GRAMMAR *Can you fill the gaps? Choose from: a, an, (blank), the, a*

There are _____ lot of mistakes you can make when you invest
money. You can invest all your money in _____
company or put it all in _____ savings account which doesn't have
good savings rate.

12.2 VOCABULARY *Can you match the vocabulary with the meanings?*

1. tracker fund
 2. managed fund
 3. old economy stocks
 4. new economy stocks
- a) shares in e.g. food or housing companies
 - b) your money goes into a variety of shares, determined by a computer program
 - c) your money goes into a variety of shares, determined by financial consultants
 - d) shares in e.g. telecommunications companies

12.3 READING *What do the words in quotes mean?*

Put most of your money in a «long-term savings account», but put some in an «instant access savings account».

WRITING TIPS

Notice the use of compound nouns in business English. «A FTSE 100 Tracker Fund» has a lot of nouns! The nouns must be in the correct order. The last one is the most general. So if you see a group of nouns, it's a good idea to look at the last one first!

Cultural Information

Share dealing has become widespread in the USA and the UK since companies started being privatized last century. Many companies offer their employees shares as part of a «salary package». This makes employees interested in the profitability of the company. As a result, they may work harder!

Answers:

12.1 a, (blank), the, a, a

12.2 1b/2c/3a/4d

12.3 **long-term savings account** = an account offering higher interest - but you need to give a lot of notice before you can withdraw your money

instant access savings account = an account offering lower interest - but you can withdraw your money whenever you want

13. LETTERS OF APPLICATION

13.1 GRAMMAR Can you fill the gaps? Choose from: *at, for, to, in, on, of*.

I'd like _____ apply _____ the post _____ personnel manager _____ Ivestbank, as advertised _____ The Times _____ September 12th, 2003.

13.2 VOCABULARY Can you match the vocabulary with the meanings?

1. sender
2. recipient
3. signature
4. re
5. enc.
6. margins
 - a) the person sending the letter
 - b) the writer's name, as written by the writer
 - c) you will find this enclosed
 - d) the person receiving the letter
 - e) spaces on the left and right on the page
 - f) regarding

13.3 READING What do the words in quotes mean?

I have a «diploma» in marketing, and I «am familiar with» recent marketing methods. I feel that a marketing «strategy» is essential for a company's success.

WRITING TIPS

If you're writing a letter of application, how formal should you be? Keep your letter formal, simple and clear. But you can add «human touches» to your letter. This means you can refer to your own personal experiences/views from time to time.

Cultural Information

Should you use the same letter for all of your job applications? Of course not! The personnel officer will want to feel you're writing a very special letter for the particular job they're advertising. So make sure there's a complete match between the letter and the job.

Answers:

13.1 to, for, of, at, in, on

13.2 1a/2d/3b/4f/5c/6e

13.3 diploma = qualification (lower than a degree)

am familiar with = know about

strategy = plan

14. EMPLOYMENT TRENDS

14.1 GRAMMAR *Can you fill the gaps with the right preposition?*

Recently there has been a growth _____ jobs in service industries, but a decrease _____ jobs in manufacturing industries. The percentage _____ people (of working age) _____ jobs has risen _____ a record high.

14.2 VOCABULARY *Can you match the vocabulary with the meanings?*

1. migration
2. contract out
3. minimum wage
4. teleworking
5. flexitime
 - a) offer work to another (cheaper) company
 - b) movement of people (usually from the country to the town)
 - c) working at home - using a computer
 - d) system in which you choose the hours you work
 - e) the lowest amount of money you can earn legally

14.3 READING *What do the words in quotes mean?*

Employers these days are generally looking for key things: «literacy», «numeracy», «communication skills» and ability to adapt to change.

WRITING TIPS

If you had a period in your life when you were not working, don't put 'unemployed' on your CV. Instead, explain what you were doing, e. g. «I travelled overseas», «I undertook voluntary work», or «I undertook research into...». Note the use of 'undertook' - it sounds very important!

Cultural Information

The products and services that are being produced are more and more 'up-market' (in the US: 'upscale'). This means high quality and expensive. The opposite is 'bargain basement'. This means low quality and cheap. Most people like to pay a bit more to get something a bit better than bargain basement.

Answers:

14.1 in/in/of/with (or in)/to

14.2 1b/2a/3e/4c/5d

14.3 literacy = good grammar and spelling

numeracy = ability with figures

communication skills = ability to listen carefully and speak clearly

15. BUSINESS PROBLEMS

15.1 GRAMMAR *Can you fill the gaps? Choose from: until, in, on, on*

We expected delivery of the goods _____ July 11th. But they did not arrive _____ July 18th. Please make sure you deliver the goods _____ time _____ the future.

15.2 VOCABULARY *Can you match the vocabulary with the meanings?*

1. a delay
2. a design fault
3. a strike
4. cashflow problems
 - a) someone/something is late
 - b) more money is needed for the business
 - c) the workers are refusing to work

d) something is wrong with the way the product functions

15.3 READING *What do the words in quotes mean?*

Our car company company has three problems: it's «cash-starved» (so it's difficult to finance new models); the cars have a poor «image»; and «sterling» is very high (which makes exports difficult).

WRITING TIPS

Have you ever written a letter of apology? Is it important to be careful with your language? Yes! Very! Some things you can say are «We're extremely sorry that...», «We would like to offer you...», and «We do hope that...». With a bit of luck, you won't lose your customer!

Cultural Information

What do you do if you aren't happy with a product? Do you complain? Most large companies these days encourage customers to complain if they aren't happy. Why? Because they can «improve their service» (=make it better) and maintain «customer loyalty» (=customers will stay with the same company).

Answers:

15.1 on, until, on, in

15.2 1a/2d/3c/4b

15.3 cash-starved = the company needs much more investment

image = what consumers think of the product

sterling = pound sterling (£), British currency

16. E-TAILING

16.1 GRAMMAR *Can you fill the gaps with prepositions?*

A Have you ever bought something _____ the net?

B No. Is it easy?

A Sure. You just type _____ the web address, press «enter», which will take you to the site.

B And then?

A Follow the instructions step _____ step.

16.2 VOCABULARY *Can you match the vocabulary with the meanings?*

1. e-tailing

2. to debit an account

3. to credit an account
4. delivery time
5. a transaction
 - a) the time the customer will receive the goods
 - b) to put money into an account
 - c) buying and selling goods and services on the internet
 - d) the carrying out of a business agreement
 - e) to take money out of an account

16.3 READING *What do the words in quotes mean?*

I got a «bargain» on the web yesterday. I got into an «auction» site, and I bought a used car. I only had to «bid» 2,500.

WRITING TIPS

If you sell your services, you'll need to write an «invoice» - a piece of paper showing money that someone needs to pay you. Keep it simple! Just write the date, the sum, and what the money is for. Then, at the bottom, sign and date the invoice.

Cultural Information

Do people use the Internet to buy and sell things in your country? In the USA it's becoming more and more common. This is good for consumers, because it keeps prices down in the shops. Consumers know how much they should be paying for products!

Answers:

16.1 on, in, by

16.2 1c/2e/3b/4a/5d

16.3 bargain = something you buy which is very good value for money
auction = kind of sale, in which the customer who offers most gets the goods
bid = offer

17. CALL CENTERS

17.1 GRAMMAR *Can you fill the gaps? Choose from: to, to, on, about.*

- A Hello. I'd like to speak _____ someone _____ my account.
B Certainly. I'm going to put you _____ hold.
A That's OK.
B I'll get right back _____ you!

17.2 VOCABULARY *Can you match the vocabulary with the meanings?*

1. queue
 2. to ring someone back
 3. automated system
 4. security system
- a) this means you will need to quote specific information (e. g. password) before they will accept your call
 - b) to return a telephone call
 - c) a number of people waiting for something (e. g. to get connected)
 - d) this means your enquiry will be answered by recorded instructions, not by a human

17.3 READING *What do the words in quotes mean?*

I'm just «calling up» your details on the screen, sir. Your current «balance» is \$2,300. Would you like to «transfer» any of this?

WRITING TIPS

Do you take notes when you're making a business call? It's a good idea! For example, if you're calling several companies to compare their services, why not draw up a chart and fill it in as you speak? The phone call should be easier, and you'll have all the information you need.

Cultural Information

In the UK call centers are completely changing the way we do business. But how? People often pay their «bills» (= money owed) on the phone, and they just give their credit card or debit card details (instead of writing a cheque).

Answers:

17.1 to, about, on, to

Find out more about business calls in Englishtown's online business courses.

17.2 1c/2b/3d/4a

17.3 calling up = pressing the computer keys to find the missing information

balance = amount of money in an account

transfer = move money (e. g. to a different account)

18. ECONOMICS OR POLITICS?

18.1 GRAMMAR *Can you fill the gaps? Choose from: policy, politics, politicians, political.*

I'm not interested in _____, and I don't trust _____. What's more, I don't like this government's foreign _____. I can't believe the _____ mistakes they made in Kumpala!

18.2 VOCABULARY *Can you match the vocabulary with the meanings?*

1. election
2. campaign (n)
3. entrepreneurs
4. fiscal policy
5. tax breaks
 - a) people who start/develop businesses
 - b) when the country chooses a leader
 - c) the reduction in taxation - in special circumstances
 - d) when a political party tries to win support/votes
 - e) what a party plans to do about taxes

18.3 READING *What do the words in quotes mean?*

If you vote for us, we will make «public services» much more efficient. Also, we want to offer «incentives» for people to invest money in new businesses. Finally, we want to protect «the environment».

WRITING TIPS

Do you remember doing some work on «word partnerships»? What partners can you find for these words? _____ policy; _____ politician; political _____.

Here are some possible answers: economic policy; experienced politician; political decision. Read English newspapers and look for more word partnerships! Then use them in your writing.

Cultural Information

What kind of governments do the markets like? They like strong governments with a «common line» on policy. This means that the members of the party agree on policy. Also, they like governments that don't «regulate» (= control) what business people do.

Answers:

18.1 politics, politicians, policy, political

18.2 1b/2d/3a/4e/5c

18.3 public services = health, education, etc.

incentives = financial help

environment = nature

19. THE BUSINESS LUNCH

19.1 GRAMMAR *Can you fill the gaps? Choose from: you, I, it, or me.*

Ms. Smith: Would _____ be OK if _____ smoked?

Ms. Jones: No, please go ahead. What would _____ like to drink?

Ms. Smith: _____ I have a soft drink please - a lemonade.

Ms. Jones: OK... Oh, could _____ pass _____ the menu please?

19.2 VOCABULARY *Can you match the vocabulary with the meanings?*

1. settle the bill
2. tip
3. booth
4. talk shop
5. aperitif
 - a) drink you have before a meal
 - b) enclosed table next to a wall
 - c) discuss business matters
 - d) extra money given for good service
 - e) pay

19.3 READING *What do the words in quotes mean?*

Mr. Adams: So «how are things» at IXL?

Mr. Brown: Oh, «could be worse», could be worse.

Mr. Adams: And how's the new product «coming along»?

WRITING TIPS

You may need to write a report on a business lunch. You can say «We agreed on the specifications, but disagreed on the price. We agreed to discuss this further.» Notice that 'on' is followed by a noun, and 'to' is followed by a verb.

Cultural Information

A lot of the time at the business lunch will be spent «establishing rapport» - this means getting to know the other person. So it's very important to be sensitive to the other person and their culture. Good rapport can lead to good business!

Answers:

19.1 it/I/you/I/you/me

19.2 1e/2d/3b/4c/5a

19.3 How are things? = Are you/people happy/successful (or not)?

Could be worse = OK, not too bad

Coming along = doing, progressing

20. RESUMES

20.1 GRAMMAR *Can you choose the right word?*

I am currently (employ/employed/employment) as a secretary. This work (comprises/comprised/is comprising) a variety of tasks. I am (involve/involving/involved) in many committees.

20.2 VOCABULARY *Can you match the vocabulary with the meanings?*

1. current employment
2. past employment
3. marital status
4. date and place of birth
 - a) the work you do now
 - b) information about whether you're married/divorced, etc
 - c) when and where you were born
 - d) the job (s) you used to do

20.3 READING *What do the words in quotes mean?*

John Smith has «wide managerial experience», has been «in charge of» significant budgets, and has extremely good «communication skills».

WRITING TIPS

When you're writing your resume, should you write in paragraphs or use bullet points? At the top of the resume you can sum up your strengths - and here it's good to use bullet points. But when you describe your present/past job, write in paragraphs.

Cultural information

How honest should you be in your resume? Of course, it's not good to lie (your employer will not be happy if he/she finds out) - but make your resume sound as positive and special as you can. Which sounds better to you - «Wide experience in a variety of jobs» or «Went from job to job»?

Answers:

20.1 employed/comprises/involved

20.2 1a/2d/3b/4c

20.3 wide managerial experience = has worked for different sorts of companies (as a manager)

in charge of = responsible for

communication skills = ability to listen and speak well

21. EMPLOYEE BENEFITS

21.1 GRAMMAR *Can you fill the gaps? Choose from: employer, employment, employees, employment.*

There are 10,000 _____ working for the computer firm Kwiksolve. 8,000 are in full-time _____ while 2,000 are in part-time _____. 95% of the staff think that Kwiksolve is a good _____.

21.2 VOCABULARY *Can you match the vocabulary with the meanings?*

1. a pension scheme
2. sick pay
3. vacation entitlement
 - a) time off work for holidays
 - b) money is taken from the salary to pay for your old age
 - c) money you get when you're too ill to work

21.3 READING *What do the words in quotes mean?*

A: How's your job?

B: It's OK, but it's only «temporary».

A: Oh, right. Are you looking for a «permanent» job, then?

B: I am, yes. I want to stay there for a long time.

WRITING TIPS

Do you think you should earn more money than you do? If we want a raise, we usually ask (face-to-face), but if that doesn't work, it's good to write. Keep

positive («I remain totally committed to...») but be clear about what you want («It's time my salary reflected my contribution...»). Good luck!

Cultural Information

Although employees in the USA are better paid than in the UK, they work longer hours and have less vacation time. Also, if you get a job in the USA, it's important that you get health insurance. If you don't get this, the treatment you get will be less good.

Answers:

- 21.1** employees, employment, employment, employer
21.2 1b/2c/3a
21.3 temporary = for a short time
permanent = for an unrestricted amount of time

22. CORPORATE CULTURE

22.1 GRAMMAR *Do you know the difference between 'responsible for' and 'responsible to'? Look at this example:*

The production manager is responsible for the production of all the company's goods. She is responsible to the managing director.

Now fill in the blanks: 'Responsible _____' is followed by a person's boss; 'responsible _____' is followed by a person's duties.

22.2 VOCABULARY *Can you match the vocabulary with the meanings?*

1. hierarchy
2. hiring and firing
3. promotion
 - a) a better job
 - b) rigid company structure in which everyone knows who they're responsible to/for
 - c) the duties of the personnel manager (creating and ending jobs)

22.3 READING *What do the words in quotes mean?*

You didn't meet your «sales target» this month? So you didn't get much «commission»? Thank goodness you get a «basic salary»!

WRITING TIPS

Do you have to write memos? This can be done on paper or by email. Do you need simple or complicated language? Yes, simple! And clear! Make sure

you answer the questions: what? when? who? e. g. «There will be a meeting for all salespeople in the Green Room on Monday August 5th.»

Cultural Information

How are companies run in your country? In the USA and the UK, things are rapidly changing. Companies use consultants so that they can find out how to motivate their staff -- and thereby improve profitability. So it's often psychology, rather than money, that is becoming a useful tool for getting the best out of staff.

Answers:

22.1 to/for

22.2 1b/2c/3a

22.3 sales target = the number of sales a company hopes to achieve

commission = percentage of a sale which goes directly to the salesperson

basic salary = salary before extra payment (for good work)

23. FINDING A JOB

23.1 GRAMMAR Can you fill the gaps? Choose from: *interviews, interviewer, interview*.

Carol: When's your _____?

Jane: Tomorrow.

Carol: Do you know who the _____ is going to be?

Jane: Bill Smith.

Carol: Oh, right. He _____ a lot of people, doesn't he?

23.2 VOCABULARY Can you match the words with the meanings?

1. track record
2. curriculum vitae
3. referee
 - a) details of your qualifications and work experience
 - b) person who gives information about you to a company where you want to work
 - c) how well (or badly) you've done in past jobs

23.3 READING Do you know the words in quotes?

700 people were made «redundant» at the shipyard yesterday. This means that 15% of the «workforce» in the North East are now unemployed. Life is very difficult for «manufacturers» today.

WRITING TIPS

Have you ever written a letter applying for a job? Should you write in a simple or complicated way? Yes, simple. You should say where and when you heard about the job (e. g. «... as advertised in The Times on July 2»), and make sure you do what you've been asked to do (e. g. «As requested, I enclose the names of two referees»).

Cultural Information

While British companies ask for a 'curriculum vitae' (up to three pages), American ones ask for a 'resume'. This is shorter (just one page). You should put your grade point average from college or university in your resume. In a curriculum vitae, you can include more information about your college achievements.

Answers:

23.1 interview/interviewer/interviews

And what's the name of the person the interviewer talks to? Yes! The interviewee!

23.2 1c/2a/3b

23.3 Redundant = unemployed (because the company cannot make a profit)

Workforce = people able to work

Manufacturers = companies producing goods (not services)

24. TAXES

24.1 GRAMMAR Can you fill the blanks with the correct word? Choose from: taxpayer/taxes/taxed

Jack: Gas is highly _____, isn't it?

Pete: It sure is. And so is my salary! I pay \$1,000 a month in _____.

Jack: Yeah. It's a hard time for the _____.

24.2 VOCABULARY Can you match the words with the meanings?

1. direct taxation
2. indirect taxation
3. budget deficit
 - a) money raised (through taxes) is not enough for government expenditure
 - b) money raised from income (before money is spent)
 - c) money raised from the purchase of goods/services

24.3 READING *Can you guess what the words in quotes mean?*

My friend earns \$15,000 a year. Her «tax allowance» is \$3,000. For the rest of her salary she pays 23% in taxes. But if she earned more than \$30,000, she'd pay 40% - \$30,000 is the «tax threshold».

WRITING TIPS

If you write to the tax department, do you need formal or informal English? Very formal! Here are some phrases you could use: «Further to our phone call» (= after our phone call), «at your earliest convenience» (= quickly!). And when you finish the letter, it's a good idea to write «Yours faithfully».

CULTURAL INFORMATION

Indirect taxation has different names in different countries. In the UK it's called V.A.T. (Value Added Tax). In the USA it's called «sales tax». And be careful! In the USA, sales tax is added to the price you see. So things can be a bit more expensive than you think!

Answers:

24.1 taxed/taxes/taxpayer

24.2 1b/2c/3a

24.3 Tax allowance = tax-free income

Tax threshold = point at which you pay higher taxes

25. ADVERTISING

25.1 GRAMMAR *Only one of these blanks needs 'in' – the others need 'on'. Which one needs 'in'?*

There are lots of places you can advertise your product _____ TV, _____ newspapers and magazines, _____ posters, _____ the radio, or, of course, _____ the internet.

25.2 VOCABULARY *Can you match the words with the meanings?*

1. hard sell
2. target audience
3. to launch
 - a) a very direct way of selling your product
 - b) to put your product into the market for the first time
 - c) the people you want to sell your product to

25.3 READING Can you guess the meaning of the words in quotes?

It's very important to be «cost effective» when advertising. Television is the most expensive «medium», but the audience can be very large, especially at «peak viewing times».

WRITING TIPS

Have you ever placed an advertisement in an English-speaking newspaper? Your 'headline' should get attention (e. g. «Hate the English weather?»), then give a solution (e. g. «Come to sunny Spain»), and give people a way of contacting you (e. g. «Phone/fax...»)... oh, and don't forget, put your advertisement in the right kind of newspaper!

Cultural Information

Advertising has become more and more clever over the last thirty years. Advertisers know that the audience want to think, identify, and laugh. Some advertisements in the UK and the USA (e. g. for coffee and cars) have even become like dramas! But one thing hasn't changed - the importance of the company 'logo'.

Answer:

25.1 newspapers and magazines

25.2 1a/2c/3b

25.3 cost effective = the money you spend must make more money through sales
medium = way

peak-time viewing = the time when most people are watching

26. BUSINESS CORRESPONDENCE

26.1 GRAMMAR Can you fill the gaps? Choose from: *on/in/to/of/for*

Thank you very much _____ your letter _____ March 10th. We look forward _____ seeing you _____ the interview room _____ April 21st.

26.2 VOCABULARY Can you match the vocabulary with the meanings?

1. to enquire
2. to request
3. to enclose
4. to apply for
 - a) to ask for information

- b) to state your intention to get something (e. g. a job)
- c) to put something inside (the envelope)
- d) to ask someone to do something

26.3 READING *Do you know the words in quotes?*

We «are in receipt» of your letter of March 12th. We can «confirm» «delivery» of the goods on June 5th. You will receive 1,000 units.

WRITING TIPS

When you begin a new paragraph, do you «indent» (= begin a few centimetres to the right)? What do you do between paragraphs? Leave a line? Or not? Most people today use this system:

1. Leave a line between paragraphs.
2. Don't indent - always begin at the beginning of the line.

Cultural background

As you know, people are writing fewer and fewer letters these days. Email is taking the place of post. But it's still important to be polite and friendly! Try to begin and end in a positive way, e. g. «Thanks for your interesting proposal» (beginning), and «Hope to hear from you soon» (end).

Answers:

26.1 for/of/to/in/on

Why do we say 'letter of March 10th'? Because that's the date the letter was written.

26.2 1a/2d/3c/4b

26.3 (be) in receipt of = have received (formal!)

confirm = repeat information (in order to make something clear)

delivery = arrival (of goods)

27. TRADE

27.1 GRAMMAR *Can you fill the blanks?*

Bill: What countries do you export your cars _____?

Geoff: Oh, the Far East, mainly.

Bill: And what about your components? Where do you get them _____?

Geoff: Oh, we import them _____ Europe mainly.

27.2 VOCABULARY *Can you match the words with the meanings?*

1. trade surplus

2. trade deficit
3. a tariff
 - a) a tax on imported goods
 - b) when a country imports more than it exports
 - c) when a country exports more than it imports

27.3 READING *Do you know what the words in quotes mean?*

These days «protectionism» is being replaced more and more by «free trade agreements». There are a number of «free trade areas» in the world, for example the European Union.

WRITING TIPS

Do you export products abroad? if you do, you need to make it clear to your client how/when you will be paid. If you're paying for the cost of shipping, you can say «Free on board», «Cash on delivery» means they must pay you when they receive the products.

Cultural Information

Are you sometimes surprised when you find out where a product is made? Companies are always trying to find the best (and cheapest) place to make their products. This is called 'globalization'. It's good for bringing prices down - but it could mean job losses in the country of the head office.

Answers:

27.1 to/from/from

Where do you put 'to' and 'from' in a question? Yes! At the end!

27.2 1c/2b/3a

27.3 Protectionism = when a country controls imports by charging high taxes

Free trade agreement = agreement between two countries not to charge taxes on imports

Free trade areas = areas with a free trade agreement

28. PLANNING A BUSINESS

28.1 GRAMMAR *Can you fill the gaps?*

We intend _____ increase our market share by 5%, we plan _____ entering the Asian market, and we mean _____ cut the workforce by 20,000 worldwide.

28.2 VOCABULARY Can you match the word with the meanings?

1. forecast
2. goal
3. venture
4. to improve
 - a) attempt to do something
 - b) what we want to do
 - c) prediction
 - d) to make... better

Which of the words can go here? According to this _____, unemployment will grow to 5 million by 2002.

28.3 READING Can you guess the meanings of the words in quotes?

Unfortunately, we have to make 20,000 workers «redundant». We have to reduce our «labor costs». If we don't, we won't be «competitive» in the market place.

WRITING TIPS

If you're taking minutes at a meeting, it's quite common to use the «passive» – especially if there was general agreement on something. For example, you can say «It was agreed that...» or «It was decided that...» Does this sound more or less formal to you? That's right! It's more formal.

Cultural Information

If you need to borrow money, and you are presenting a business plan to a bank, what could it include? It could include the amount of money you expect to earn, the amount of money you expect to spend, and when you expect to «break even» (when losses are equal to profits).

Answers:

28.1 to/on/to

Do you know what these phrases are called in grammar? (to go; going) infinitive/gerund

28.2 1c/2b/3a/4d

forecast

28.3 Redundant = unemployed

Labor costs = the cost of employing workers

Competitive = able to produce a product/service at a low enough price

29. APPRAISING PAST PERFORMANCE

29.1 GRAMMAR *Can you read the following and fill in the blanks with the correct 'superlative' word?*

Of all the years since the company was floated on the stock market, 1979/80 was the _____ profitable (i. e. it was the best year), while 1996/97 was the _____ profitable (i. e. it was the worst year).

29.2 VOCABULARY *Can you match the words with their correct meanings?*

1. to diversify
2. dividend
3. merger
4. to expand
 - a) part of the profits (given to shareholders)
 - b) to grow
 - c) to make/sell new products/services
 - d) two companies become one

29.3 READING *Do you know what the words in quotes mean?*

This past year has been a very exciting time for P.A.C. We have developed several new 'market niches', increased our 'advertising budget', and have increased sales in the 'domestic market'.

WRITING TIPS

If you're writing a report on someone's talk, is it a good idea to vary the verb? Yes! For example, you could say «The MD stated that...» ('stated' is a formal word for 'said') or «He maintained that...» ('maintained' means that the speaker is expressing an opinion). Don't always use 'said'!

Cultural Information

When reviewing past performance (and considering future performance), it's quite common to put results in context. So you can say: «The Gulf War had a negative influence on our trade» or «The high dollar allowed us to import more cheaply». It's important for the reader/audience to know about the context of the results.

Answers:

29.1 most, least

29.2 1c/2a/3d/4b

29.3 Market niches = specialized products/services

Advertising budget = money spent on advertising a product/service

Domestic market = customers in the country of production

30. NEGOTIATING

30.1 GRAMMAR Which goes where? (on/for/with)

Susan: I'm afraid I can't agree _____ you.

Mary: No?

Susan: No. It's more than we budgeted _____.

Mary: Oh, right. Well, what about a 5% reduction?

Susan: 5%? Yes, I could agree _____ that!

Mary: That's agreed then!

30.2 VOCABULARY Match the phrases with the meanings

1. Would you consider discounting the price?
2. It's a very competitive price, you know.
3. Well, let's have another look at one or two.
 - a) I don't want to reduce the price.
 - b) I'm not happy with this negotiation.
 - c) I want to pay less.

30.3 READING Guess the meaning of the words in quotes:

The two men quickly agreed on price and 'specifications', but they spent a long time talking about the 'delivery date' and 'after-sales service'.

WRITING TIPS Maybe you'll need to write a report on a negotiation. Should this be formal or informal? Choose from the words in brackets below.

We (discussed/chatted about) the price, and he (let me know/informed me) that there had been an increase in the price of (bits/components).

Cultural Background

You may find Americans more direct than British people when they negotiate. British people don't like to disagree. So a good word to use in Britain is

«Well». Let your voice go up, down, then up! Sound funny? Maybe yes, but practice, practice, practice! It's a good way to say 'No'.

Answers:

30.1 with/for/on

30.2 1c/2a/3b

30.3 Specifications = details of each individual product

Delivery date = the day the goods will arrive

After-sales service = help given by the producer with the product after the sale

Writing Tips: discussed/informed me/components (all formal)

31. TELEPHONING

31.1 GRAMMAR

Mary Smith: Hello, I'd like to speak to Donna Brown, please.

Operator: Certainly, I'll just put you through... I'm sorry, there's no reply... Shall I take a message?

Mary Smith: No, it's all right. I'll phone back later.

In this conversation, «I'll...» is a spontaneous decision, and «Shall I...?» is an offer.

31.2 VOCABULARY *On the phone you will hear many expressions:*

The line's busy (Am.) /engaged (Br.) (= The person you want is already on the phone.)

Hold on /hold the line (= wait)

It's Peter / Peter speaking (not 'I'm Peter')

I'll just put you through. (= I'll connect you)

31.3 READING *After a phone call you may need to write a letter. Read this extract:*

Dear John,

Further to our phone call yesterday, I am writing to confirm our interest in your products.

We look forward to hearing from you *in due course*.

Note: 'further to' = 'following', 'in due course' = when you're ready

WRITING TIPS

Imagine you're going to take a business client to the theatre. You need to phone the theatre first to get some information. To make it easier, you can prepare some notes before you phone:

What's on?

Time of performance

Price of tickets

Dress rules

Think about how you would prepare your phone call

Cultural background

If you get an answering machine service, you will need to listen very carefully. You may need to press a number on your phone. Don't panic--try to keep calm.

If your call is answered by a person, check you're speaking to the right person before you say too much--you'll save time and energy!

32. DESCRIBING BUSINESS TRENDS

32.1 GRAMMAR *What prepositions can you put in the following blanks?*

Our profits were \$100,000,000. Now they're \$80,000,000. So our profits have gone down__(1)__ \$20,000,000. They've gone down__ (2) __ \$80,000,000.

32.2 VOCABULARY *Which of the following means «go up» (and not «go down»)*

Fall--decline--increase--decrease--drop

Did you know that all of these words can be nouns as well as verbs? Put the right form of «fall» in the blanks: Last month there was a big _____ in inflation. It _____ to 1.7%.

32.3 READING *Guess the meaning of the words in quotes:*

The «boom» in the 1950's was followed by high inflation, an increase in interest rates, and finally a «recession». Fortunately, we did not have a «depression».

WRITING TIPS

Is your company listed in your stock market? If so, it probably publishes an annual report for its shareholders. This is a very formal document, in which you

say general things (e. g. «Inflation has risen») and particular things (e. g. «It's been difficult to export our products»).

Cultural Information

When giving information to your shareholders, of course you should always be honest with your accounts! But it's important not to lose the confidence of your investors. Some people say that shareholders are the number one priority for companies today. Who are more important, the customers or the shareholders?

Answers:

- 32.1 (1) «by» (this is followed by the difference between the two sums)
(2) «to» (this is followed by the new sum)

32.2 increase
fall/fell

32.3 Boom = period of great economic activity
Recession = period of little economic activity
Depression = a bad recession!

33. COMPARING PRODUCTS

33.1 GRAMMAR *Here's a comparison between two cars:*

The Lynx ZX is faster and prettier than the Lion SI, but the Lion SI is more economical.

Now complete the grammar rules with:

- a) *economical*
- b) *pretti-*
- c) *fast-*

1. If you compare two things, and the adjective has one syllable, we say '_____er than...'
2. If the adjective has two or more syllables, we say 'more _____ than...'
3. If the adjective has two syllables but ends in 'y', we say '_____er (than)...'

33.2 VOCABULARY *Adjectives often combine with prepositions. Which preposition goes where? Choose 'as', 'from', or 'to':*

The Lynx ZX is similar _____ the Lion SI, but it is very different _____ the Wildcat 3000. The Lynx has the same engine _____ the Lion.

33.3 READING Guess the meaning of the words in quotes:

Mercedes and BMW are 'competitors'. They both produce cars for the same 'market segments'. Both 'manufacture' luxury cars, but both are also trying to produce smaller cars with smaller engines. This is because the price of oil has increased.

WRITING TIPS

When you compare products (e. g. in a brochure), it's good to vary your grammar - so that you're not too repetitive. So you can write: «The Lynx ZX is faster than the Lion SI but it is not as economical as the ZX / it is less economical than the ZX.»

Cultural Background

Sometimes it can be good to use humour when describing your product - particularly when you have corrected faults you've had before. For example, if a car company was known for poor quality, it can later make jokes about this. The honesty of this humour can add to the appeal of the product.

Answers:

33.1 1. c) 2. a) 3. b)

33.2 to/from/as

33.3 'Competitors' = rivals

'Market segments' = parts of the market

'Manufacture' (verb) = produce

34. DESCRIBING A PRODUCT

34.1 GRAMMAR Can you guess what this machine is? Put a preposition in each blank.

There's an on-off switch and eject buttons ____ the discs ____ the front. ____ the back you'll find sockets ____ the electricity, the monitor, the printer, and the speakers.

34.2 VOCABULARY Match the vocabulary with the definition.

1. To turn up/ down
2. To turn something on/off
3. To turn something over
4. To put something on mute
5. To put in (a disc/cassette)

- a) change to a new channel/station
- b) make it louder/quieter
- c) the opposite of 'to take out'
- d) so that no one can hear
- e) make it work /not work

34.3 READING *What do these words in quotes mean?*

The «ET» has many 'functions'. It has a CD 'facility', a 'dual' cassette deck, a 'remote control', and 'twin' speakers.

WRITING TIPS

You'll need to describe the products in your company in your advertising brochure. For this, you need to be precise with your information, clear in your use of language, and positive in your message. e. g. «The Handhold PC 387 has a 387 microprocessor and 5000 RAM. This makes it suitable for all small office needs.»

Cultural Background

In advertising, some countries are more open to being negative about the competition. It depends on a country's competition laws. In the U.S., negative advertising is more common than in the U.K. And when choosing a name for your product in a foreign market, check out how it sounds in that language! It might sound stupid or rude!

Answers:

34.1 for/at/at/for

34.2 1. b) 2. e) 3. a) 4. d) 5. c)

34.3 'Functions /facilities' mean the things you can do with a machine.

'Dual/twin' mean two.

A 'remote control' is the small instrument that controls a machine from a distance.

35. DESCRIBING YOUR COMPANY

35.1 GRAMMAR 'Easiphone' is one of the biggest mobile phone companies in the world. *Its* head office is in Cambridge, U.K. *Its* market valuation is 8,000,000,000 pounds and its pre-tax profits last year were 12,000,000 pounds. *It's* got 120,000 employees.

Be careful with your commas! 'It's...' is 'possessive'; 'It's (got)...'=it has...

35.2 VOCABULARY Here are some words you can use to describe your company:

Turnover / revenue = income from sale of goods / services

Profits = income minus expenditure

Staff = employees

Here are some job titles:

Chairman (= head of company)

Managing Director (responsible for day-to day management):

Director of Marketing / Production / Human Resources / Finance

35.3 READING What do these words in quotes mean?

'Easiphone' has *announced* their intentions to take over 'Handy'. But this is a *hostile bid*. So 'Easiphone' will have to try hard to *persuade* 'Handy's board that the takeover will be good for them.

WRITING TIPS

Maybe you need to do a 'mailto' about your company. This means the same information is given to many customers. So make sure your information sounds attractive!

You could say: «It has a *dedicated* (= hard-working) *workforce* (= employees). It's just 2.5 hours to London by *high-speed rail link* (= fast train!)»

Note: the language is quite formal.

Cultural Background

If you're giving a presentation of your company abroad, it's good to say what you expect and check what your audience expects. If you think it's OK for them to ask questions, say so clearly («Please ask me questions whenever you want, OK?»).

Answers:

35.3 announced = made public

a *hostile bid* = an offer which is not welcome

persuade = make someone change his / her mind

36. GIVING A PRESENTATION

36.1 GRAMMAR Look at this typical extract from the first part of a presentation:

I *want to tell* you about my company, LCL... I'm *going to talk* about its past, its present, and its future.

If you intend to say something, you can say «I want to» plus verb or «I'm going to» plus verb.

36.2 VOCABULARY You'll need many expressions when giving a presentation:

Let's look at / let's turn our attention to / let's move on to (=I'm going to talk about)

So much for... (=I've finished talking about...)

In conclusion,... (=I'm going to finish now - on the key point)

36.3 READING Study this transcription of a presentation. Guess the words in italics.

As a *volume* car producer, we produce the whole range of cars, from town cars through to luxury cars. In other words, we *cater* for all sections of the market.

Answers: Volume = mass market

Cater = produce goods / services

WRITING TIPS This is part of a report of a presentation.

I started by *talking* about LCL's history, then I went on to *talk* about the current situation, and finally I finished by *describing* a vision for the future.

'start' / 'finish' plus 'by' plus 'ing' word (=how you started /finished something)

'go on' plus 'to' plus verb (is followed by what you did)

Cultural background

Make sure you wear the right kind of clothes -each company has a different culture. So check! In North America, the UK, and Australia, it's common to smile, to look directly at your audience, and to keep talking. Finally, don't be too formal - the occasional joke is probably OK!

37. MAKING ARRANGEMENTS

37.1 Grammar Look at this conversation between two people who need to meet.

Carol: What *are you doing* on Monday morning?

Samantha: *I'm meeting* the finance people.

Carol: Oh!... What *about Tuesday morning*?

Samantha: I've *got to give* a presentation.

If you're busy, you can say «I'm... ing» or «I've got to....» (plus verb)

37.2 Vocabulary Here are some expressions you'll hear (and need) when you're making arrangements:

How does Thursday look? (checking someone's free)

Let's go to...(suggestion)

What about... say 8:30? (suggesting a time)

That's fine by me. (accepting a suggestion)

Oh, sorry-I can't make it. (declining)

Bill just phoned. He suggested *meeting* on Thursday morning, but I couldn't make it. So I suggested *Thursday afternoon*, and he said that was fine, and we arranged *to meet* at the new Thai restaurant.

'suggest' plus 'ing' word OR 'suggest' plus noun

'arrange to' plus verb

37.3 READING Email messages are usually very informal. Look at this one:

Dear Peter,

This is just to confirm I'll see you tonight in Alberto's restaurant. Look forward to hearing about your latest products!

All the best,

Paul

1. 'This is just to' plus verb means the email will be short

2. 'T' can be left out

3. Some people don't use any capital letters!

Cultural Background

If you're making business arrangements on the phone, make sure you:

Begin the conversation with small talk («How are you?» / «What's the weather like?»)

Speak as clearly as you can.

Find a time and place to suit both of you.

Check the time and place.

Finish the conversation with more small talk.

38. BANKING

38.1 GRAMMAR Can you fill the gaps?

Harry: How much money did you put _____ your account yesterday?

Pete: \$200.

Harry: So how much money do you have _____ your account now?

Pete: \$300.

Harry: Good. Don't take any money _____ of your account this month, OK?

Pete: OK.

38.2 VOCABULARY *Can you match the vocabulary with the meanings?*

1. a current account
2. a deposit
3. a credit card
 - a) You save your money here.
 - b) If you use this, you pay back the money you spent later.
 - c) You use the money you keep here for your everyday life.

38.3 READING *What do the words in quotes mean?*

Freda: What are the «interest rates» like in Big Bank?

Martha: Good. 7%, I think.

Freda: Ah, but how much «notice» do you have to give before you can «withdraw «your money»?

Martha: Three months.

38.4 IDIOMS *Read the text below, paying close attention to the words in bold type.*

Highway Robbery

Bill: I can't believe it! This ATM won't give me my money unless I pay a dollar fifty!

Nancy: Where have you been? Most ATMs have been charging fees for a couple years now.

Jack: I just moved back to the U.S. from Istanbul. The ATMs abroad are **free**. Besides, my bank already adds a **surcharge** every time I use an ATM to **withdraw** cash.

Nancy: You need to find another bank. Are you going to take out money or not? I really want to see the movie. Let's go!

Jack: I need the money, so I have no choice. But I don't think it is fair to have to pay for my own money.

Nancy: It's **highway robbery**. Let's go or we will miss the movie.

ATM - Automated teller machine, a machine that gives you money from your bank account.

Fee - Money that you have to pay for a service.

Free - Without charge, you don't have to pay for it.

Surcharge - An extra fee in addition to the normal cost.

Withdraw - To take money out of a bank account.

Highway robbery - An unfair price or deal.

WRITING TIPS

Have you ever written to your bank manager? Should your letter be formal or informal? Yes - formal!

If you don't know the name, begin:

Dear Sir/Madam (in the USA: Gentlemen)

You can start like this:

I am writing to (+verb)

You can end with:

Yours sincerely (in the USA: Sincerely)

Cultural Information

Banks are being replaced more and more with «cash dispensers» («ATMs» in the USA and Australia) - machines where you enter your P.I. N. (personal identification number). In the USA you can even find these in cafes! In the UK, you can take out money from a supermarket when you buy your food. This money is called «cashback».

Answers:

38.1 in/in/out

38.2 1c/2a/3b

38.3 interest rates: % you earn on your savings

notice: period of time you have to tell someone before you do something
withdraw: take out

39. BUSINESS TRAVEL

39.1 GRAMMAR Can you fill the gaps? Choose from: *via, from, with, to, on, of*.

A I'd like to fly _____ London Heathrow _____ LAX _____ Saturday August 5th.

B There's a flight _____ BA, but it goes _____ Chicago. You'd have to wait _____ two hours.

A Oh, that's fine, thanks.

39.2 VOCABULARY Can you match the vocabulary with the meanings?

1. priority boarding
2. complementary
3. an upgrade
4. to page someone
 - a) free
 - b) a passenger goes from economy to business class or from business class to first class
 - c) when the airport officials publicly announce that a passenger has a message
 - d) 'special' passengers are allowed to go on the plane first

39.3 READING What do the words in quotes mean?

The hotel offers 132 «ensuite rooms», «conference facilities», a «gymnasium», and a «prime location» in the heart of Birmingham.

WRITING TIPS

Have you ever written a report after a business trip? If you have a meeting, you need to say where it was, who was present, what you talked about, and what the outcome (=result) was. And keep it formal! So you could write: «It was agreed that John would assist us with applying the new system.»

Cultural Information

If you're expecting a holiday, a business trip will be very disappointing! You'll have a strict itinerary (=plan), possibly a 'budget' (= limit on how much money you can spend), and you'll be expected to use your 'initiative' (=own ideas). So it's hard work - but it can be a very good experience!

Answers:

39.1 from, to, on, with, via, of

39.2 1d/2a/3b/4c

39.3 ensuite rooms = rooms with shower, WC

conference facilities = rooms where you can have business meetings

gymnasium = room where you can exercise

prime location = very good position

40. GOODS AND SERVICES

40.1 GRAMMAR *Can you fill the gaps? Choose from: productivity, produce, productive.*

The management want the workers to be more _____. They want them to increase their _____ by 15% In fact, they want them to _____ 10 more cars per person per year.

40.2 VOCABULARY *Can you match the industries with the products?*

1. manufacturing industry
2. building industry
3. services industry
4. agricultural industry
 - a) houses
 - b) food
 - c) cars, computers, TVs
 - d) financial services

Which industry is growing fastest in 'developed' countries?

40.3 READING *What do the words in quotes mean?*

The country with the highest GNP («Gross National Product») in the world is the USA. But it doesn't have the highest «GNP per capita».

WRITING TIPS

How's your grammar? Good? But do you combine your words correctly together? Look at these word combinations:

competitive market

foreign competitors

fierce competition

If you want to write 'natural English', study these word combinations in newspapers - and then learn them!

Cultural Information

In developed countries, fewer and fewer people are working in manufacturing industries. New jobs are springing up in «call centres» (places that do business only by phone). Some people say these are the new factories for the twenty-first century. Are they common in your country?

Answers:

40.1 productive, productivity, produce

40.2 1c/2a/3d/4b

the services industry

40.3 GNP = total value of goods and services produced by one country in a year

GNP per capita = what one person produces a year

41. TRAVELER'S CHEQUES

41.1 GRAMMAR *Can you fill the gaps? Choose from a, the, or nothing.*

_____ US dollar is _____ very strong currency at the moment. And so is _____ British pound. But _____ euro is quite weak. _____ dollars can be used all over the world.

41.2 VOCABULARY *Can you match the vocabulary with the meanings?*

1. hard currency
2. bureau de change
3. commission
4. local currency
 - a) money used in one country
 - b) % you have to pay when you change money
 - c) place where you can change money
 - d) money that can be used, exchanged anywhere

41.3 READING *What do the words in quotes mean?*

Some British exporters are having difficulties because of «the exchange rate». However, if they buy their «components» from «overseas», it's OK, because it costs less to import goods.

WRITING TIPS

Do you ever use traveller's cheques? You have to sign each cheque when you get them, and then sign them again in front of the cashier (not before you go to the bank!). And don't forget to take your passport, and to keep your traveller's cheque receipts in a separate place!

Cultural Information

When travelling abroad, what currency should you take with you? You can't really go wrong with dollars. Take traveller's cheques in dollars, a credit

card, and some local currency. Be careful when you're changing money - 'no commission' could mean a bad rate!

Answers:

41.1 the, a, the, the, nothing, the

41.2 1d/2c/3b/4a

41.3 exchange rate = how much of one currency you get for another
components = parts

overseas = abroad

42. REAL ESTATE

42.1 GRAMMAR *Can you fill the gaps with prepositions?*

A: I need to make some money--I'm going to let my spare room _____.

B: Yeah? Who are you going to let it ____?

A: Probably _____ a student.

42.2 VOCABULARY *Can you match the vocabulary with the meanings?*

1. tenant
 2. landlord
 3. landlady
 4. rent
- a) To pay money for temporary use of accommodation.
 - b) A man who lets real estate for money.
 - c) A person who pays money for temporary use of accommodation.
 - d) A woman who lets real estate for money.

42.3 READING *What do the words in quotes mean?*

I've just got a 25-year «mortgage» on a house. I got an «endowment mortgage». I hope the mortgage is paid off in time!

42.4 WRITING TIPS

Have you ever let a room out? Did you write a contract? Was it clear? Was it detailed? It should be! Here's a typical beginning: «I hereby agree with the following points». A typical point: «I shall pay Mr. X the sum of (\$50) every Monday». And a typical ending: «Signature..... Date.....»

Cultural Information

The UK is a country of «owner-occupiers» (=people who own, or who are buying, their own homes). Houses are more popular than flats. In city centres a house may be «terraced» (connected to other houses on both sides), but outside the centre it may be «semi-detached» (connected to another house on one side).

Answers:

42.1 out/to/to

So which preposition do you use before the person? That's right: 'to'.

42.2 1c/2b/3d/4a

42.3 mortgage = loan (for real estate)

endowment mortgage = You pay back the interest on the loan and, at the same time, you invest money in savings to pay off the sum borrowed.

43. MARKET ECONOMICS

43.1 GRAMMAR *Can you fill the gaps?*

The price of goods is affected by many things. For example, the more goods there are in the market, the _____ the price of the goods. But the more customers there are for the goods, the _____ the price of the goods.

43.2 VOCABULARY *Can you match the vocabulary with the meanings?*

1. supply
2. demand
3. market forces
4. a command economy
 - a) the effect of the quantity of customers and goods on prices
 - b) quantity of customers in the market
 - c) the government (not the market) is in control of prices
 - d) quantity of goods in the market

43.3 READING *Do you know what the words in quotes mean?*

Labor unions and management disagree about the salaries of the workers. The unions say the salaries are «competitive», but the management say the workers are «pricing themselves out of the market».

WRITING TIPS

Are you a student of Business English? Do you write reports? Do you have problems with 'the'? Look at this sentence:

«The greater the number of available workers, the smaller the salaries of those workers.»

There are four 'the's' and no verbs! Learn this sentence – it could be useful for you!

Cultural Background

Over the last twenty years, Western governments have tended to use 'monetary policy' to influence the markets (and the economy). Monetary policy means raising or lowering interest rates to make investing more (or less) attractive. 'Fiscal policy' (i. e. policy on taxation) has been less important.

Answers:

43.1 cheaper/more expensive

43.2 1d/2b/3a/4c

43.3 Competitive = fair

Pricing themselves out of the market = asking for too much money

44. BUSINESS CYCLES

44.1 GRAMMAR *Can you fill in the blanks? Choose from: more, less, fewer*

When it's expensive for companies to borrow money from banks, they borrow _____, employ _____ people, and spend _____ money. When it's cheap to borrow money, they borrow _____, employ _____ people, and people spend _____ money.

44.2 VOCABULARY *Can you match the words with the meanings?*

1. interest rates
2. inflation
3. to increase
4. to decrease
 - a) to go down
 - b) to go up
 - c) % charged by banks for lending money (per year)
 - d) % increase in prices (per year)

44.3 READING Do you know the words in quotes?

«Finance ministers» or bank governors often change interest rates. If an economy is «overheating», they'll raise the rates; if an economy is «stagnating», they'll put them down.

WRITING TIPS

Are you studying Business English? Do you need to write reports? If so, you'll need to learn about collocations. We can say «increase/raise rates». And we can say «bring down/decrease/lower rates». These word partnerships are called 'collocations'.

Cultural Background

In the USA and in the UK, it's not a politician who changes rates. In the USA, it's the Head of the Federal Reserve Bank. In the UK, it's the Governor of the Bank of England. And why not a politician? Some people think that a politician could change interest rates in order to win an election!

Answers:

44.1 less, fewer, less, more, more, more

44.2 1c/2d/3b/4a

44.3 Finance ministers = politicians in charge of their country's money

Overheating = growing too quickly

Stagnating = not growing

45. COMPUTERS

45.1 GRAMMAR Can you fill in the blanks? Choose from: *at, on, onto, to, from*.

First, you need to download the information _____ the website _____ your computer. Good. Now look _____ the data _____ the screen. Finally, save it _____ your hard disc. Easy, isn't it?

45.2 VOCABULARY Can you match the words with the meanings?

1. e (electronic) commerce
2. p (portable) commerce
3. b to b
 - a) buying and selling between businesses through the Internet

- b) buying and selling through the Internet on a mobile phone or handheld computer
- c) buying and selling through the Internet

45.3 READING *Do you know what the words in quotes mean?*

A: Are you «on line»?

B: Sure.

A: Good. Who's your «Internet service provider»?

B: Easy Serve.

A: Oh, right. And where is your «home page» located?

B: On Yippee.

WRITING TIPS

When writing emails, you can use abbreviations. Here are some useful ones:
asap = as soon as possible; btw = by the way; atb = all the best. Try them! It's great when you want to save time. It also makes the email less formal and more direct.

Cultural Background

How popular are computers in your country? In the USA you can find them everywhere. What's more, the «mobile Internet» is becoming more and more popular. This means we can take the Internet with us – in the form of mobile phones or hand-held computers. Is this trend going to continue? You bet!

Answers:

45.1 from/to/at/on/onto

45.2 1c/2b/3a

45.3 on line = when your computer is connected to the internet

Internet service provider = company that connects you to the Internet

home page = the first page you see when you connect

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