

**CAREER
PATHS**

Business English

John Taylor
Jeff Zeter



Express Publishing

**CAREER
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Business English

Book

1

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Scope and Sequence

Unit	Topic	Reading context	Vocabulary	Function
1	Greetings and Goodbyes	Guide	bow, cheek, custom, firm, greet, it was nice meeting you, kiss, pleased to meet, polite, shake hands	Giving advice
2	Introductions	Guide	colleague, I'd like you to meet, in common, introduce, left out, let me introduce you to, mention, occupation, relationship, steer the conversation	Making introductions
3	Small Talk	Blog	avoid, discuss, flow, involve, living, marital status, religion, small talk, topic, weather	Describing familiarity
4	Ending Conversations	Advice Column	get back, have the time, hurt feelings, I'm afraid, phrase, rude, run, take up, time, tone	Ending a conversation
5	Ordering Numbers	Letter	21 st of July, 30 th Avenue, continue, directions, first, floor, journey, main entrance, second building, third, three blocks	Correcting a mistake
6	Figures	Memo	approximately, currency, estimate, exact, figures, forecast, fraction, percent, percentage, quarter	Describing good results
7	Dates	Blog Entry	appointment, calendar, deadline, diary, electronic planner, enter, erase, priority, schedule, up-to-date	Cancelling an appointment
8	Time and Expressions	Email	book a table, break, early, half past, plan, quarter past, quarter to, sharp, spend, time, waste time	Announcing a change
9	Vacation Time	Memo	days holiday, in advance, off, policy, request, sick time, time off, vacation time, weekday, weekend	Describing time
10	Prices	Advertisement	basic price, exclude, fee, price quote, sales tax, shipping cost, tax, value, VAT, worth	Describing costs
11	Pay and Benefits	Pay Guide	commission, double, earn, minimum wage, overtime, pay review, performance, raise, rate, salary	Politely denying requests
12	Your Job	Webpage	accountant, bank clerk, designer, environment, factory worker, occupation, office, salesperson, teacher	Agreeing with a statement
13	Types of Work	Job Listings	contract, experience, full time, opportunity, part time, pension plan, permanent, retirement plan, temporary, terminate	Talking about hopes
14	Getting to Work	Blog Post	accomplish, carpool, catch the bus, catch up on, commute, passenger, stop, subway, take the train, traffic jam	Offering a seat
15	Skills and Qualifications	Job Advertisement	applicant, course, desirable, necessary, on the job, qualification, research, shift, skilled, training unskilled	Describing experience

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Scope and Sequence

Unit	Topic	Reading context	Vocabulary	Function
1	Product Details	Press Release	assemble, benefit, come out, develop, distributed by, feature, launch, manufacture, quality, ship from	Changing deadlines
2	Selling Products	Webpage	direct sales, e-commerce, item number, mail order, match, phone order, promise, retailer, shipping, wholesale	Taking product orders
3	Product Problems	Manual	customer service, guarantee, make, model, receipt, refund, replacement, return, satisfy, service department, warranty	Listing conditions
4	Telephoning	Blog Post	available, call you back, connect me to, courtesy, extension, hello, I'm calling from, May I speak to, nice speaking to, switchboard, thank you for your time, this is	Offering to take a message
5	Emails	Tutorial	@ symbol, attachment, correspondence, delete, email address, formal, forward, informal, message, option, reply to all	Identifying a problem
6	Letters	Manual	closing, enclosure, ending, forward, full name, greeting, recipient, return address, salutation, sender, signature	Asking for confirmation
7	Faxes	Poster	confirmation, cover sheet, document, fax number, fax something over, gone through, insert, keypad, resend, subject	Asking for help
8	Types of Meetings	Planner Extract	address, AGM, arrange, board, brainstorm, cancel, chat, clash, induction, postpone, set up, update	Talking about time conflicts
9	Meeting Etiquette	Blog	ask for explanation, bicker, disagree, interrupt, jargon, objection, repeat yourself, send your apologies, state your opinion, take note, talk over, waste time	Disagreeing with an opinion
10	Making a Presentation	Memo	audience, diagram, eye contact, handout, introduce, move on to, note, outline, prepare, section, slide, summarize	Giving examples
11	Time Management	Brochure	ahead of schedule, behind schedule, completion, deadline, delay, delegate, distraction, interruption, keep track, make up for lost time, prioritize, set, timekeeping	Asking for advice
12	Negotiations	Magazine Article	anticipate, back down, close the deal, compromise, conflicting interests, confrontational, hostile, intense, mutually acceptable, negotiate, trade-off	Making a suggestion
13	Customer Service	Manual	assure, bring a problem to our attention, customer base, exceed expectations, feedback, go beyond the call of duty, go out of your way, go the extra mile, loyalty, rectify, satisfaction, word of mouth recommendation	Correcting a statement
14	Making Travel Arrangements	Email	accommodations, amenities, business class, coach, confirm, e-ticket, fare, first class, itinerary, layover, rent, reservation	Talking about prices
15	Travel Necessities	Travel Guide	check in, contact information, destination, foreign currency, inoculation, journey, map, medication, paperwork, passport, travel guide	Expressing doubt

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Scope and Sequence

Unit	Topic	Reading context	Vocabulary	Function
1	Company Culture	Poster	affordable, asset, core value, endeavor, environmental issue, foster, gap, initiative, innovation, one step ahead, opportunity, perk, priority, strive, trend	Stating a problem
2	Business in Different Cultures	Guide	avoid, aware, blunder, conscious, customary, etiquette, eye contact, gaffe, hospitality, host, manners, offend, pitfall, surname, title	Describing concerns
3	Management Styles	Blog	ambition, authoritarian, autonomy, consult, contribute, democratic, distant, empower, limiting, make or break, morale, motivation, paternalistic, resourcefulness, subordinate	Clarifying information
4	Team Building	Magazine Article	creative, delegate, efficiently, flop, gel, harmonious, in-depth, objective, passion, practical, review, scrutinize, strategy, thrive, unconventional	Citing an example
5	Production	Job Advertisement	assembly line, conference, defect, manufacturer, measure, operations, output, oversee, raw materials, recall, specification, surplus	Describing experience
6	Marketing	Memo	avenue, billboard, brand, competitor, consumer, distribution channel, flyer, market research, niche, outlet, packaging, promotion, prospective, range, target market	Making suggestions
7	Finance	Email	assets, balance sheet, deductions, depreciation, earnings, expenditure, financial report, grant, income, incur, liabilities, net loss, profit and loss, quarter, revenue	Making a prediction
8	Sales	Flyer	analyze, appointment, approach, attentive, capitalize, consultative, deal with, demonstrate, effective, existing, generate, influence, key contact, pitch, resistance	Giving permission
9	Quality Standards	Manual	certification, criteria, guideline, ISO, policy, resources, specification, statute, statutory requirement	Stating an opinion
10	Achieving Perfection	Magazine Article	benchmarking, best practice, competitive benchmark, detractor, functional benchmark, internal benchmark, management strategy, method, quality management, six sigma	Describing progress
11	Business Strategy	Email	defend, dominate, esteemed, foothold, formulate, industry leader, planning, profitability, resource allocation, stabilize, strategic goal, strategy	Stating goals
12	Competition	Memo	advantage, bid, booming, competitor, contract, edge, grossing, key player, land, minor player, recommend, threat	Asking someone to be direct
13	Innovation	Manual	anonymous, creativity, design, entrepreneurship, focus group, incentive, innovation, innovator, optimistic, research and development, target audience	Discussing good and bad results
14	Global Economy	Newspaper Article	debt, developing country, downturn, economic output, globalization, gross domestic product, industrialized country, interdependence, market, prosperity, trend, Wall Street	Asking to speak with someone
15	Global Trade	Blog	boost, contradict, controversial, free trade, oversee, quota, trade agreement, trade barrier, trade sanction, venue, violate, WTO	Supporting an argument

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Get ready!

1 Before you read the passage, talk about these questions.

- 1 What are some ways people greet each other in formal and informal situations?
- 2 What are some things foreigners might accidentally do that are offensive in your culture?



Conducting Business Overseas

Conducting business overseas is full of **pitfalls!** There are many different customs regarding **etiquette**. You may make a major social **gaffe** without realizing it! This guide outlines the areas where mistakes commonly occur.

Consider how you will address your business associate. It is polite to address someone by their **title** and **surname** in many places.

The handshake is recognized worldwide, but in the States and Britain people generally shake hands only once, when they first meet. Be **aware** that in Japan, it is rude to make **eye contact** when shaking hands, and in many Asian countries it is **customary** to bow.

If you are invited to someone's house, you should take a gift to thank them for their **hospitality**. But be careful! Your choice of gift is very important. **Avoid** giving white flowers in Japan or clocks in China because they symbolize death. Be **conscious** of eating customs. In Europe and the States, you may **offend** your **host** if you leave food on your plate. However, in Asia, a clean plate indicates you are still hungry.

In conclusion, the best way to conduct business internationally is by researching **manners** and customs. Only this way can you ensure that you won't make a terrible social **blunder!**

Reading

2 Listen and read this guide to business etiquette. Then, choose the correct answers. Say four things you have learned from the text.

- 1 What should you NOT do when visiting Japan?
 - A give your host a gift
 - B bow when you meet someone
 - C leave food on your plate after a meal
 - D look a person in the eyes during an introduction
- 2 What should business travelers do before doing business other countries?
 - A purchase reasonable gifts
 - B learn the country's language
 - C research the country's etiquette
 - D memorize new partner's surnames
- 3 According to the passage, when do British people shake hands?
 - A when greeting business partners in the morning
 - B when first being introduced to someone
 - C when accepting a gift
 - D when entering someone's house



gifts



Vocabulary

3 Choose the word which has the same meaning as the underlined word.

- 1 Looking his client in the eye when they shook hands was a major gaffe.
 - A blunder
 - B hospitality
 - C host
- 2 Her manners were typically British.
 - A pitfall
 - B etiquette
 - C hospitality
- 3 He was conscious that he must leave some food on his plate.
 - A aware
 - B customary
 - C eye contact

4 Choose the correct word pair to fill in the blanks.

- Mr. Sui thanked his ____ for the wonderful ____.
A title – surname B host – hospitality
C hospitality – pitfall
- ____ making eye contact because it may ____ the other person.
A Customary – avoid B Offend – host
C Avoid – offend
- It is ____ to call someone by their title and ____.
A aware – title B customary – surname
C avoid – hospitality
- There are a number of ____ people can fall into such as not using a correct ____.
A pitfalls – title B hosts – surname
C hospitality – eye contact

Listening

5 Listen to a conversation between two colleagues about a business trip. Mark the following statements as true (T) or false (F).

- ___ The speakers are taking a trip to Japan together.
- ___ The woman asks the man to explain parts of Japanese etiquette.
- ___ The woman plans to purchase a gift before she arrives in Japan.

6 Listen again and complete the conversation.

- Co-worker 2:** I've been reading up on Japanese 1 _____. It's got me worried.
- Co-worker 1:** What are you worried about?
- Co-worker 2:** It's full of 2 _____! I'm scared I'm going to make some terrible social 3 _____.
- Co-worker 1:** I'm sure that if you're careful of your 4 _____ you'll be fine.
- Co-worker 2:** That's not the point. Good manners in Japan are different from manners here. Sometimes they're the complete opposite!
- Co-worker 1:** Like what?
- Co-worker 2:** Well, here you make 5 _____ when you shake hands. In Japan that's rude.
- Co-worker 1:** Really? I wasn't 6 _____ of that.
- Co-worker 2:** And it's 7 _____ to give gifts to your hosts, but there are so many gifts that can be offensive!

Speaking

7 With a partner, act out the roles below, based on the dialogue from Task 6. Then switch roles.

USE LANGUAGE SUCH AS:

Are you ready for your business trip?

I'm scared I'm going to ...

It's customary to ...

Student A: You are going on a business trip to another country. Explain to Student B that you are worried about:

- greeting people
- giving gifts

Student B: Your colleague is going on a business trip abroad and is worried about etiquette. Help Student A plan for his or her trip.

Writing

8 You are writing a guide for business people visiting your country. Using the guide and the conversation from Task 7, write a guide to etiquette (100-120 words). Talk about:

- What is customary for people to do when they greet each other
- What people should be aware of during meals
- What sorts of gifts are appropriate



15 Travel Necessities

Get ready!

1 Before you read the passage, talk about these questions.

- 1 What can a traveler do if he or she loses a passport?
- 2 What other things do you need to take with you on a business trip?

Information ?i ↻

Currency Exchange

PASSPORT

passport

map

TRAVEL ESSENTIALS

You're going on a business trip abroad. You're about to leave your house when you think 'Did I forget anything?' Does this sound familiar? Use this checklist to ensure you don't forget anything important!

- Don't forget your **passport**! Keep it with you at all times, but be careful that it doesn't fall out of your bag or pocket or get stolen.
- Do you have the **paperwork** relating to your **journey**? You'll need your flight number when you **check in**.
- Have you got any **foreign currency**? You don't want to be stuck abroad with no money!
- Do you take **medication** regularly? If so, don't forget it! Also remember that in some countries, you will need **inoculations** before you travel.

Where will you go when you arrive? Take a **travel guide** or a **map** of your **destination**. It's also a good idea to have your hotel's **contact information** handy. You may need it when filling out forms.

currency

medication

Vocabulary

3 Write a word that is similar in meaning to the underlined part.

- 1 You need several injections that prevent the spread of disease. _ n _ _ l _ _ o _ _
- 2 Be sure that you bring any drugs prescribed by a doctor. _ _ d _ _ _ i _ _
- 3 The airline recommends that passengers arrive early to register for their flight. _ _ e _ _ - _ n
- 4 Visitors may not enter without a document that provides identification. _ _ s _ _ o _ _
- 5 Keep the hotel's phone number and address with you. c _ _ t _ _ _ i _ _ _ m _ _ _ o _ _
- 6 Do you have a paper displaying streets and major attractions of the city? _ a _
- 7 The trip across the ocean is much faster than it used to be. j _ _ r _ _ y
- 8 Read a book with information about an area before leaving. _ r _ _ e _ _ _ i _ _

Reading

2 Listen and read the extract from a travel guide. Then, mark the following statements as true (T) or false (F). What should you have with you while on a business trip?

- 1 ___ Important documents should be stored in baggage.
- 2 ___ Travelers should change money before leaving.
- 3 ___ Some countries require visitors to get shots when they arrive.

4 Read the sentence and choose the correct meaning of the underlined words.

- Traveling to another country involves a lot of paperwork.
A problems **B** documents **C** identification
- John finally reached his destination.
A the place where someone lives
B the place someone is traveling to
C a town which has an airport
- Tina needs some foreign currency.
A money from another country
B information about the area
C help from the airport staff

Listening

5 Listen to a conversation between a businessman and his personal assistant. Choose the correct answers.

- Where is the man's map?
A in his bag **C** in his travel guide
B in his jacket **D** in his pocket
- What is the man likely to do next?
A take a taxi to the airport **C** purchase a travel guide
B get foreign currency **D** check in for his flight

6 Listen again and complete the conversation.

Businessman: Yes, they're 1 _____ somewhere.

Assistant: You should take them out. It will make your 2 _____ - _____ a lot faster.

Businessman: Good thinking. I'll keep them 3 _____.

Assistant: Also, I put the 4 _____ in your travel guide.

Businessman: Great, thanks.

Assistant: And did you ever grab any 5 _____?

Businessman: I don't need any. I have my credit card. I'll 6 _____ when I arrive.

Assistant: Are you sure about that? Don't you need to take a taxi from the airport?

Businessman: I was planning on it. Why do you ask?

Assistant: Well they only accept cash.

Speaking

7 With a partner, act out the roles below, based on the dialogue from Task 6. Then switch roles.

USE LANGUAGE SUCH AS:

Do you have everything you need?

You should take them out.

Don't you need to ...?

Student A: Your boss is taking an international trip. Make sure Student B has:

- necessary paperwork
- information about destination
- currency

Student B: Talk to Student A about what items you have or need for the trip.

Writing

8 You are a personal assistant. Use the conversation from Task 7 and the travel guide to write a list of items your boss needs for a trip. Include:

- paperwork
- information about the destination
- money
- medicine

Glossary

accomplish [V-T-U14] To **accomplish** a task is to complete or do it successfully.

accountant [N-COUNT-U12] An **accountant** is someone whose job is to keep or check financial records.

applicant [N-COUNT-U15] An **applicant** is a person who answers an advertisement for a job vacancy.

appointment [N-COUNT-U7] An **appointment** is a meeting arranged in advance.

approximately [ADV-U6] If someone gives a number **approximately**, the number or amount given is close to the exact amount, but could be a little more or less.

avenue [N-COUNT-U5] An **avenue** is like a street. It's a hard surface where cars and bikes often drive.

avoid [V-T-U3] To **avoid** something means to stay away from it.

bank clerk [N-COUNT-U12] A **bank clerk** is someone who works in a bank and is responsible for general office duties.

basic price [N-COUNT-U10] The **basic price** of a product or service is the price without taxes or fees.

block [N-COUNT-U5] A **block** is a square piece of a city that is built on a grid, such as New York City.

book a table [V- U8] To **book a table** means to reserve a table in a restaurant.

bow [V-I-U1] To **bow** means to bend your waist and lean forward.

break [N-COUNT-U8] A **break** is a time when people stop work for a period of time.

building [N-COUNT-U5] A **building** is a structure such as a house or factory that has walls and a roof.

busy [ADJ-U4] To be **busy** is to have a lot to do, such as work.

calendar [N-COUNT-U7] A **calendar** shows all the days, weeks and months of the year.

carpool [N-COUNT-U14] A **carpool** is a group of people that travel to work together in one car, taking turns driving or sharing the cost of gas.

catch the bus [V PHRASE-U14] Another way to say people go somewhere on a bus is to say that they **catch the bus**.

catch up on [PHRASAL V-U14] To **catch up on** something means to do something which one had intended to do earlier.

cheek [N COUNT-U1] The **cheek** is part of the face. People have two cheeks, one on each side of the mouth.

colleague [N COUNT-U2] A **colleague** is someone with whom a person works.

commission [N-COUNT-U11] A **commission** is a percentage of a sale that a salesman earns as a reward for arranging the sale.

commute [V-I-U14] To **commute** means to travel to and from work.

compatibility [N-UNCOUNT-U12] The **compatibility** of two things is how well they fit together.

contract [N-COUNT-U13] A **contract** is a written agreement that people sign when starting work that states rules and pay.

currency [N-COUNT-U6] **Currency** is the type of money that a country uses.

custom [N COUNT-U1] A **custom** is an action that people traditionally do in a country or region.

day off [N-COUNT-U9] A **day off** is a day when a person does not have to go to work.

deadline [N-COUNT-U7] A **deadline** is the day or time before which something must be completed.

degree [N-COUNT-U15] A **degree** is a title awarded by a university after a person has completed a program of study.



Business English

Career Paths: Business English is a new educational resource for business professionals who want to improve their English communication in a work environment. Incorporating career-specific vocabulary and contexts, each unit offers step-by-step instruction that immerses students in the four key language components: reading, listening, speaking, and writing. **Career Paths: Business English** addresses topics including making introductions, salary information, doing business with different cultures, quality standards, and business strategy.

The series is organized into three levels of difficulty and offers over 400 vocabulary terms and phrases. Every unit includes a test of reading comprehension, vocabulary, and listening skills, and leads students through written and oral production.

Included Features:

- A variety of realistic reading passages
- Career-specific dialogues
- 45 reading and listening comprehension checks
- Over 400 vocabulary terms and phrases
- Guided speaking and writing exercises
- Complete glossary of terms and phrases

The **Teacher's Guide** contains detailed lesson plans, a full answer key and audio scripts.

The **audio CDs** contain all recorded material.



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