

3rd Edition

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Elementary

# MARKET LEADER



Business English Course Book

مرجع زبان ایرانیان  
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زبان بوک

David Cotton David Falvey Simon Kent

**FT** Publishing  
FINANCIAL TIMES



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PEARSON

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# Introduction

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

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

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

### The authors

www.irLanguage.com



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

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

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

## What is in the units?

### STARTING UP

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

### VOCABULARY

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

### READING

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

### LISTENING

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

### LANGUAGE FOCUS

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

### SKILLS

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

### CASE STUDY

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

### WORKING ACROSS CULTURES

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

### REVISION UNITS

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

# Introductions

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

## OVERVIEW

### VOCABULARY

Nationalities

### LISTENING

Meeting business contacts

### READING

Angela Ahrendts

### LANGUAGE FOCUS 1

to be

### LANGUAGE FOCUS 2

a/an with jobs,  
wh- questions

### SKILLS

Introducing yourself and others

### CASE STUDY

A job fair in Singapore

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## STARTING UP

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

from I'm my name's she you

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

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

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

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

**D** Talk about yourself.

Hello. My name's ..... I'm from .....

**A**  **ASTENA Consulting Group**

**Akim Anyukov**  
Accountant

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

**B**  **Habermos GmbH**

**Emma Schneider**  
Product Manager

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

**C**  **RTA Seguros S.A.**

**Nuria Sosa**  
Senior Manager

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

**D**  **Shi Jiabao**

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

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

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

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

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

1 .....                      2 .....                      3 .....                      4 .....

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

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

**VOCABULARY**  
**Nationalities**

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

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

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

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

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

# 4 Team working

**A** In small groups, discuss these questions.

- 1 Do you prefer to work on your own or with others?
- 2 Describe a good and bad personal experience of working in a team.

**B** Work in groups. In which of these countries do you think people prefer to usually work a) in groups? b) on their own?

China	Denmark	Finland	Greece
Indonesia	Italy	Japan	Malaysia
Norway	Portugal	Singapore	
South Korea	Spain	Sweden	

**C**  CD2.52 An expert in cultural communication is talking about attitudes to team working in different cultures. Listen to the first part of her talk and decide whether these statements are true (T) or false (F). Correct the false ones.

- 1 The speaker mentions Indonesia, Japan, South Korea, Malaysia, China, Denmark, Sweden and Norway.
- 2 Asian cultures usually like working towards individual targets.
- 3 You need to spend a lot of time on team-building activities with Asian teams.
- 4 The individual is not as important as the group in Asian teams.
- 5 Strong disagreement should be avoided.

**D**  CD2.53 Listen to the second part of the talk and answer these questions.

- 1 Which two groups does the speaker divide Europe into?
- 2 Which countries does the speaker mention in each group?
- 3 What sort of leaders do southern European teams need?
- 4 In northern Europe, how do team members like to work?
- 5 How is Finland different to other Scandinavian countries?

**E** In pairs, do Exercise B again.

**E** In pairs, write a short summary of the attitudes to team working in Asian, northern European and southern European countries for a colleague who missed the talk.

## Task

A Japanese advertising agency wants to increase its number of international clients. Three months ago, it hired two British staff. However, business is bad, and now the company can only keep one person. Read about the two people on page 121. In groups, discuss the strengths and weaknesses of each person. Decide who the company should keep.

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**Name:**  
Martha Saunders  
**Age:** 32  
**Education:**  
Degree in economics and  
management, Oxford  
University  
**Experience:**  
10 years in advertising  
with a Japanese company



**Comments from other team members:**

- Gets on well with everyone and has a good sense of humour.
- Spends a lot of time on building personal relationships with team members.
- Is sometimes not available for evening client entertainment.
- Does not prepare a lot for meetings and does not like writing detailed reports.
- Always patient at meetings and consults with everyone.
- Very popular with all Japanese team members, as she always puts the team first.

**Name:**  
Suzie Rose  
**Age:** 36  
**Education:**  
Degree in management  
studies, Cambridge  
University  
**Experience:**  
seven years in  
advertising with one  
British and two Japanese  
companies



**Comments from other team members:**

- Very hard-working – works long hours preparing detailed reports.
- Very good at reporting and informing all team members.
- Likes to get agreement before formal meetings.
- Thinks meetings take too long; is impatient.
- Often tells jokes at formal meetings – some team members do not like this.
- Good at interacting with British clients and was able to win a big contract with a British company.

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# Writing file

## E-mails

E-mails can have a formal business style or a very informal style, similar to spoken English.

This formal e-mail is similar to a standard business letter, but usually it is shorter. The e-mail should begin with *Dear ...* and finish with *Best wishes* or *Best regards*.

You use this style if you are writing to somebody outside the company or somebody you do not know well.

**From:** e.lee@bilder.com  
**To:** tobias.schmidt@schneemans.de  
**Subject:** Dinner invitation

Dear Mr Schmidt

I would like to invite you to dinner after your visit to our company next week if you have time. Our Managing Director, Alison McDermott, will also come.

I will book a table at an Italian restaurant, Via Venezia, for 8 p.m. on Tuesday evening. The restaurant is next to your hotel in Barchester Road.

I hope you can join us. Please can you let me know this week?

Best wishes  
Emily Lee

Emily Lee  
Head of PR  
Bilder Construction PLC  
Box 62  
London W1

This informal e-mail is for people you know well inside or outside the company. The e-mail often begins with *Hi* or *Hello* and finishes with *Regards* or *CU*. *CU* means *See you*.

Other short forms are:

TX/TNX = thanks  
RUOK = Are you OK?  
FYI = for your information  
BTW = by the way  
ASAP = as soon as possible

**From:** e.lee@bilder.com  
**To:** s.carpenter@bilder.com  
**Subject:** Seminar contact

Hello Sally

I made an interesting contact at the seminar last week. Pablo Almeida is in charge of Research and Development at Rozlin Electronix in Seville. He is very interested in our new training software and wants you to contact him. Here is his e-mail address:

pablo.almeira@rozelex.com

Hope he's useful for you!  
CU  
Emily

## Telephone messages

For a telephone message, write down only the important information. Use note form. Make sure you write the correct telephone number of the caller. Include your name as well.

### Telephone message

To: *Danny Randall*                      Name of caller: *Brett Sinclair*  
 Date: *7th April*                          Time: *10.15 a.m.*  
 Message: *Meeting place with Adriana changed from Grappa's to Café Continental. Be there at 9 p.m.*  
 Action: *Call back if problems on 01699 720 7743*  
 Signed: *Frank Churchill*

## Product launch plans

A plan can be written in list form with bullet points to make it easy to follow.

Use headings to group your ideas together.

Use *will* to say what your plans for the future are.

### Product launch – 'Flashy' trainers

#### Slogan

- The slogan for the product will be '*Your feet will fly*'.

#### Advertising

- We will have 30-second TV ads in prime-time slots, starting on 25th May.
- There will be large posters on city-centre billboards.
- We will book full-page ads in sports/health magazines.

#### Endorsement

- We will offer Matt Hawkins, world-class sprinter and holder of the current world record, sponsorship in return for product endorsement.

#### Special events

- We will hold a champagne launch at the Olympic stadium (with the staff all wearing 'Flashy' trainers).
- There will be a 'Flashy' tour bus to go round schools.
- We will organise a competition linked to the London Marathon, with pairs of 'Flashy' trainers as prizes.

## Lists

Make sure your list has a clear title.

Give the points a number and a deadline if possible.

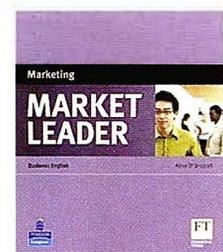
Write your list with short notes, not sentences.

### Team-building activities for new project

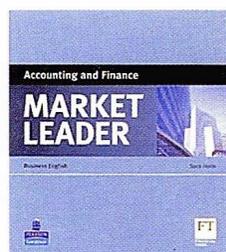
	By	Done
1 Organise kick-off meeting and dinner in hotel	3/3	✓
2 Weekend skiing trip	15/3	✓
3 Two-day team-building seminar	2-3/4	
4 Move team members to same office away from headquarters	7/4	
5 Every team member should have project team partner	7/4	

We recommend the Market Leader specialist series for use with the *Market Leader 3rd Edition*.

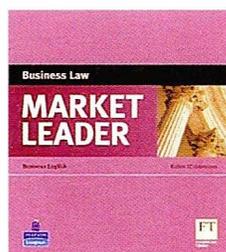
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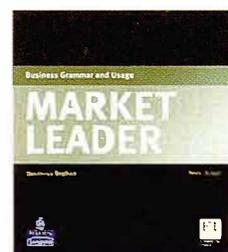
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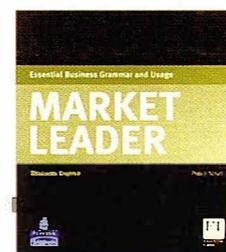
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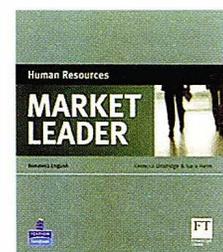
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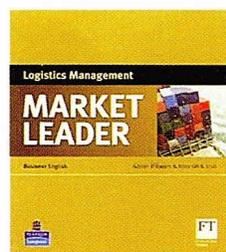
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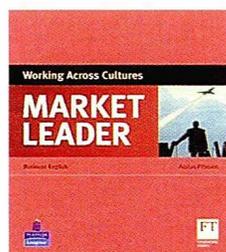
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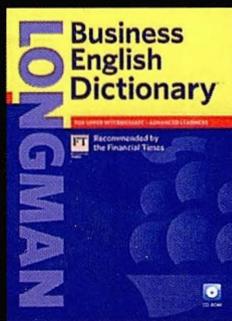
Visit the new Vocabulary Trainer for extra practice of key vocabulary from the Course Book.



[www.marketleader.vocabtrainer.net](http://www.marketleader.vocabtrainer.net)



3rd Edition



We recommend the *Longman Business English Dictionary* to accompany *Market Leader 3rd Edition*.

## Elementary

# MARKET LEADER

*Market Leader 3rd Edition* has been completely updated to reflect the fast-changing world of business using authoritative and authentic business sources such as the *Financial Times*®.

The 3rd Edition Course Book includes:

- All new **reading texts** from the **Financial Times**® and other authentic sources
- All new **case studies** with **opinions on DVD-ROM** from successful consultants who work in the **real world of business**
- All new **listening texts** reflecting the **global nature of business**, with interviews that can be viewed on the DVD-ROM
- New **'Working Across Cultures'** spreads
- New **Vocabulary Trainer** [www.marketleader.vocabtrainer.net](http://www.marketleader.vocabtrainer.net)

The DVD-ROM includes:

- Video interviews with **business experts**
- All Course Book audio
- New **i-Glossary**
- Practice exercises

[www.market-leader.net](http://www.market-leader.net)

CEFR	
A1	Elementary
A2	Pre-intermediate
B1	Intermediate
B2	Upper Intermediate
C1	Advanced
C2	

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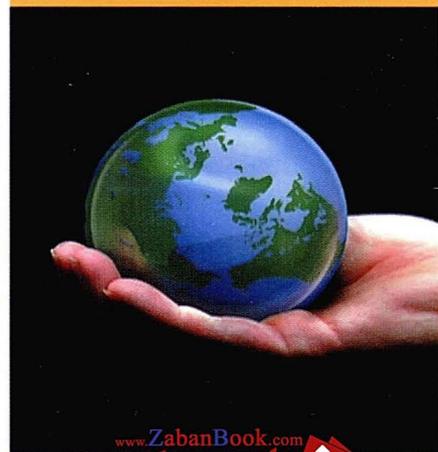
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# MARKET LEADER

Business English Practice File

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# Contents

	LANGUAGE WORK			TALK BUSINESS	
	VOCABULARY	LANGUAGE REVIEW	WRITING	SOUND WORK	SURVIVAL BUSINESS ENGLISH
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**VOCABULARY +**



**D** Here are six adjectives. Write the names of the corresponding countries.

- |             |                |              |       |
|-------------|----------------|--------------|-------|
| 1 Danish    | <u>Denmark</u> | 4 Czech      | ..... |
| 2 Dutch     | .....          | 5 Turkish    | ..... |
| 3 Pakistani | .....          | 6 Senegalese | ..... |

**E** Here are six countries. Write the corresponding adjectives.

- |               |                  |            |       |
|---------------|------------------|------------|-------|
| 1 Norway      | <u>Norwegian</u> | 4 Taiwan   | ..... |
| 2 Portugal    | .....            | 5 Slovakia | ..... |
| 3 Switzerland | .....            | 6 Thailand | ..... |

**F** Complete the groups below with the names of countries from the box and their corresponding nationality adjectives.

Bahrain Chile Iran Iraq Finland Scotland Sudan Vietnam

**Group 1**

Adjectives ending in *-an*

Country	Nationality
Brazil	Brazilian
Germany	German
.....	.....
.....	.....

**Group 2**

Adjectives ending in *-ish*

Country	Nationality
Poland	Polish
Spain	Spanish
.....	.....
.....	.....

**Group 3**

Adjectives ending in *-ese*

Country	Nationality
Japan	Japanese
China	Chinese
.....	.....
.....	.....

**Group 4**

Adjectives ending in *-i*

Country	Nationality
Kuwait	Kuwaiti
Oman	Omani
.....	.....
.....	.....

**LANGUAGE REVIEW**

*to be*

**A** Complete the sentences with words from the box. In some places both the full form and the contracted form are possible.

am 'm are 're is 's

- 1 Lucien and Marie-Claire are ..... our agents in Bordeaux.
- 2 Mrs Turner ..... a programmer in Leeds.
- 3 My boss and I ..... from Frankfurt.
- 4 Where ..... your new assistant from?
- 5 Excuse me, ..... you the new technician?
- 6 I ..... Swiss, but my company ..... Italian.
- 7 Dorota and Cezariusz ..... Polish. Their office ..... in Poznan.

**B Rewrite the sentences with the correct form(s) of the verb *to be* in the correct place(s).**

- |  |  |
|--|--|
| 1 His English very good.<br><i>His English is very good.</i> | 4 My office in Paris, but I not French.<br>..... |
| 2 Where they from?<br>.....                                  | 5 Mrs Lopez a lawyer.<br>.....                   |
| 3 What her name?<br>.....                                    | 6 Alex and Rob from Italy.<br>.....              |

**C Write the words in the correct order to make questions. You need one word from the box for each question.**

am are is

- |   |   |
|---|---|
| 1 your / Ingrid / name / ?<br><i>Is your name Ingrid?</i> | 4 Marketing / in / you and Tom / ?<br>..... |
| 2 Spain / Isabel and Luis / from / ?<br>.....             | 5 I / tomorrow / in / room 16 / ?<br>.....  |
| 3 a / you / programmer / ?<br>.....                       |   |

**D Match the sentence halves.**

- |   |   |
|---|---|
| 1 I'm in Sales,                               | a) but she isn't an accountant.               |
| 2 She's in Accounts,                          | b) so we aren't free.                         |
| 3 My assistant and I are in a meeting all day | c) so you aren't late.                        |
| 4 You aren't in the city centre,              | d) but you are very near the conference hall. |
| 5 It's only 9.50                              | e) but I'm not a sales representative.        |

**E Write short answers to the questions.**

- Is Ákos from Turkey?  
*No, he isn't.* He's from Hungary.
- Are you in Production too, Maria?  
 ..... I'm the assistant production manager.
- Am I in room 243 tomorrow?  
 ..... You're in room 112.
- Am I late for the meeting?  
 ..... But just by five minutes so don't worry.
- Is Linda English, too?  
 ..... She's from Australia.
- Is the new sales assistant French?  
 ..... He's from Lyons.
- Are you from Switzerland, Brigitte?  
 ..... I'm from Belgium.
- Are you and Lucille in Marketing?  
 ..... We're both in Finance.

**WRITING**

**Editing**

**A Rewrite the sentences with the words from the box in the correct places.**

a are do from is (x3)

- |   |   |
|---|---|
| 1 Is your wife manager?<br><i>Is your wife a manager?</i> | 5 How you do? I'm Ana Kostic, from RTVS.<br>.....           |
| 2 She married with two children.<br>.....                 | 6 The sales manager very busy today.<br>.....               |
| 3 Lucas and Mirjana interested in travel.<br>.....        | 7 My best friend is Brazilian. He is Porto Seguro.<br>..... |
| 4 Wizz Air a Hungarian company?<br>.....                  |   |

**B Put apostrophes (') where necessary.**

- Her name 's Paola.
- Akemis from Japan.
- Her companys in Osaka.
- Whats your job?
- Its very modern, but it isnt very large.
- 'Are you and your colleague from Poland?' – 'No, we arent. Were from Ukraine.'

**C Rewrite the sentences with capital letters where necessary.**

- |   |   |
|---|---|
| 1 nikola is from croatia.<br><i>Nikola is from Croatia.</i> | 4 paul is married with two children.<br>.....           |
| 2 mrs kimura is japanese.<br>.....                          | 5 this is george ellis, from marketing.<br>.....        |
| 3 is nokia danish?<br>.....                                 | 6 mr brown's new boss is from london, ontario.<br>..... |

**E-mails**

**D You are at an international trade fair in another country. You write an e-mail about the fair to a colleague in your office. Complete the e-mail with items from the box.**

a sales manager business is company sells  
do business is a great city is from Altheim

**To:** RTodorovic@easynet.co.uk  
**From:** Max.Lang@lycos.com  
**Subject:** Cyberfair

Hi!  
The Cyberfair is very exciting, and Frankfurt *is a great city*<sup>1</sup>. There are interesting people from all over the world here at the fair. Andreas Wallner, .....<sup>2</sup> in Austria. He's .....<sup>3</sup>. His .....<sup>4</sup> furniture for hi-tech offices and he says .....<sup>5</sup> good at the moment. I think Mr Wallner is a very good business contact. I'm sure we can .....<sup>6</sup> with him.

Bye for now,  
Max



Language review

- A**
- |                   |             |
|-------------------|-------------|
| 2 were            | 6 was; were |
| 3 were            | 7 were      |
| 4 was             | 8 were      |
| 5 were; were; was |             |

- B**
- |        |        |          |
|--------|--------|----------|
| 2 cost | 5 give | 8 spent  |
| 3 flew | 6 paid | 9 take   |
| 4 got  | 7 sell | 10 wrote |

- C**
- |         |        |
|---------|--------|
| 2 wrote | 5 paid |
| 3 got   | 6 flew |
| 4 spent |        |

- D**
- introduced
  - went
  - reached
  - stayed
  - continued
  - increased
  - wanted
  - delayed
  - launched
  - went
  - was
  - grew
  - reached



Writing

- A**
- Before they place an order, a lot of people like to ask questions.
  - Please quote us a price for the goods listed below.
  - This special promotion is only for a short time.
  - Unfortunately, we wrote the wrong delivery address on the package.
  - We paid a €200 deposit and the rest in 12 monthly instalments.

- B**
- launched *not* launch
  - sales *not* sale
  - experienced *not* experience
  - show *not* showing
  - They *not* The

7 People

Vocabulary

- A**
- |                |            |
|----------------|------------|
| 2 ambitious    | 5 sociable |
| 3 hard-working | 6 punctual |
| 4 creative     |            |

- B**
- |       |        |        |
|-------|--------|--------|
| 2 to  | 5 at   | 8 on   |
| 3 for | 6 for  | 9 with |
| 4 ∅   | 7 with | 10 ∅   |

- C**
- 2 f 3 e 4 b 5 g 6 a 7 d 8 c

Language review

- A**
- |          |         |
|----------|---------|
| 1 began  | 6 found |
| 2 bring  | 7 went  |
| 3 caught | 8 knew  |
| 4 came   | 9 leave |
| 5 drive  | 10 sent |

- B**
- |                 |                |
|-----------------|----------------|
| 2 drive; caught | 7 come (or go) |
| 3 leave         | 8 find         |
| 4 send; bring   | 9 catch        |
| 5 begin         | 10 go          |
| 6 knew          |                |

- C**
- b 4 c 10 d 8 e 9 f 5 g 1 h 3 i 7 j 2

- D**
- Did he like to work in a team?
  - Were they hard-working?
  - Was Mrs Whitehead popular with her colleagues?
  - Did she know how to motivate people?
  - Were you happy to work with Sandra?

- E**
- b 4 c 5 d 2 e 6 f 3

- F**
- No, we didn't.
  - Yes, they did.
  - No, they weren't.
  - No, she doesn't.
  - Yes, it was.
  - Yes, they were.
  - Yes, I can.

**G**  
Sample questions

- Where did her parents move to?
- Was she a successful student? / Was she born in Aarhus? / Was she good with numbers?
- What were her favourite subjects?
- Where did her father work?
- Did the students like her book?
- Where did she do an MBA?
- What did she do at the age of 25?
- Is Nielsen Electronics successful?
- How many countries does it have branches in?

## Writing

## A

- 2 so  
3 but  
4 because
- 5 because  
6 so  
7 but; because

## B

- 3 is  
4 the  
5 ✓
- 6 any  
7 a  
8 of

## C

- 2 g 3 a 4 d 5 e 6 c 7 b

## 8 Advertising

## Vocabulary

## A

## Across

- 1 launch  
4 export  
7 aim  
8 flyer  
10 Mass  
12 niche  
13 agency  
14 word  
15 jingle

## Down

- 1 luxury  
2 slogans  
3 hoarding  
5 time  
6 home  
9 logo  
11 sample  
13 ad

## Language review

## A

- 2 larger  
3 easier  
4 hotter  
5 younger  
6 newer  
7 bigger
- 8 happier  
9 earlier  
10 quieter  
11 thinner  
12 noisier

## B

- 2 more expensive  
3 more competitive  
4 worse  
5 bigger  
6 better  
7 earlier  
8 younger

## C

- 2 more  
3 difficult  
4 the  
5 most  
6 than
- 7 a  
8 easier  
9 worse  
10 less

## D

- 2 a 3 g 4 b 5 f 6 d 7 c

## E

## Sample answers

- 2 a little (or a bit)  
3 a little (or a bit) bigger  
4 a lot (or much) fewer  
5 much (or a lot) more expensive than  
6 is much (or a lot) lighter than

## Writing

## A

- 2 interested in  
3 please confirm  
4 like to know  
5 look forward to

## B

The correct order is f, d, c, e, b, a, g

## C

To: Tom  
From: Kim  
Subject: Impex account

Hi Tom,

Mr Stankov from Impex contacted me this morning. He is very unhappy because he hasn't received the samples of our new products. He says he may not order from us again.

Could you please send him another box of samples as soon as possible. You know Russia is a very important market for us and we don't want to lose this customer.

Many thanks for dealing with this.

Best regards,

Kim

## 9 Companies

## Vocabulary

## A

- 2 manufactures  
3 provided  
4 has  
5 exports  
6 launched

## B

- 2 c 3 d 4 e 5 a

## C

- 2 supplies  
3 employs  
4 sell abroad  
5 introduced

## D

- 2 d 3 b 4 f 5 c 6 a

## Language review

## A

- 2 developing  
3 increasing  
4 running  
5 staying  
6 getting  
7 taking
- 8 listening  
9 referring  
10 manufacturing  
11 working  
12 happening

ANSWER KEY

**B**

- 2 We are sorry to hear the new machines are not working very well.
- 3 Many foreign companies are investing in Turkey.
- 4 Are Sonara's sales figures improving?
- 5 We are (or 're) looking for a manager with a lot of experience in finance.
- 6 Is Wilhelm still checking the company accounts?
- 7 Unfortunately, the south of the country is not attracting many investors.
- 8 You are (or 're) planning to break into the Brazilian market, aren't you?

**C**

- 2 is (she) working
- 3 are doing
- 4 are not (or aren't) increasing
- 5 is not (or isn't) planning
- 6 is dealing

**D**

- |                    |                 |
|--------------------|-----------------|
| 2 Yes, they are.   | 6 No, I'm not.  |
| 3 No, they aren't. | 7 Yes, she is.  |
| 4 No, he isn't.    | 8 No, it isn't. |
| 5 Yes, we are.     |                 |

**E**

- 2 are improving; improve
- 3 takes; is taking
- 4 organises; 's (or is) organising
- 5 test; 's (or is) testing
- 6 're (or are) using; use

**F**

- |                             |                 |
|-----------------------------|-----------------|
| 2 answer                    | 7 is speaking   |
| 3 are thinking              | 8 are employing |
| 4 speaks                    | 9 is answering  |
| 5 does (the company) employ | 10 translate    |
| 6 think                     |                 |

**Writing**

**A**

- |                           |                               |
|---------------------------|-------------------------------|
| 3 says <i>not</i> say     | 7 ✓                           |
| 4 do <i>not</i> doing     | 8 brands <i>not</i> brand     |
| 5 ✓                       | 9 it also <i>not</i> its also |
| 6 wear <i>not</i> wearing | 10 ✓                          |

**B**

Dear Sir or Madam,  
 We are writing to request further information about your new range of trainers. We are a large chain of retailers of sportswear. We are looking for a manufacturer of footwear for the French market. We operate from over 400 stores and always order in large quantities. Could you please send us details of special discounts for such orders and your latest catalogue. We look forward to hearing from you.  
 Yours faithfully,  
 Barbara Costa



**C**

- |                 |                  |
|-----------------|------------------|
| 2 but also      | 5 The second one |
| 3 For example   | 6 as well as     |
| 4 The first one | 7 Finally        |

**10 Communication**

**Vocabulary**

**A**

**Across**

- 1 briefing
- 3 join
- 5 mail
- 8 access
- 10 wiki
- 11 check
- 13 SMS
- 14 post

**Down**

- 1 blog
- 2 calls
- 4 notice
- 6 face
- 7 swaps
- 9 social
- 12 Chat

**B**

- |        |                    |
|--------|--------------------|
| 2 at   | 9 for              |
| 3 at   | 10 on              |
| 4 to   | 11 until (or till) |
| 5 in   | 12 in              |
| 6 From | 13 by              |
| 7 to   | 14 of              |
| 8 for  |                    |

**Language review**

**A**

- 2 'm going to put
- 3 're going to expand
- 4 Is (he) going to talk
- 5 isn't going to meet
- 6 's going to call
- 7 're going to complain

**B**

- 2 e    3 f    4 a    5 d    6 b

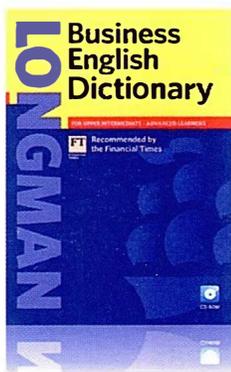
**C**

- |         |         |
|---------|---------|
| 2 won't | 7 won't |
| 3 'll   | 8 will  |
| 4 will  | 9 'll   |
| 5 won't | 10 will |
| 6 won't |         |

**D**

- 2 'My computer's not working properly.' 'Don't worry. I'll (or will) call our IT specialist.'
- 3 Our visitors from Korea are arriving next Thursday at 11.30.
- 4 We can't be sure that people will have more free time in 20 years' time.
- 5 Are you going to apply for the post of Systems Analyst with GBS Electronics?
- 6 Do you think you'll (or will) be able to come to the conference?
- 7 I can't make it tomorrow morning, I'm afraid. I'm (or am) giving a talk at the trade fair.
- 8 It'll (or will) cost too much to employ an extra IT assistant.
- 9 We are certain Internet security is going to get better.
- 10 I'll (or will) have the report on your desk before Friday, I promise.

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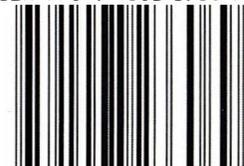
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