

# TABLE OF CONTENTS

UNIT	TOPIC	LEARNING GOALS
1	<b>Looking for a Job</b> 	<ul style="list-style-type: none"> <li>• Browsing job ads</li> <li>• Writing cover letters</li> <li>• Putting together résumés</li> </ul>
2	<b>Job Interview</b> 	<ul style="list-style-type: none"> <li>• Answering questions in a job interview</li> <li>• Promoting yourself to the interviewer</li> <li>• Asking about the job and the company</li> </ul>
3	<b>The First Day of Work</b> 	<ul style="list-style-type: none"> <li>• Settling into a new job</li> <li>• Dealing with a new work environment</li> <li>• Introducing oneself</li> </ul>
4	<b>Telephone Conversations</b> 	<ul style="list-style-type: none"> <li>• Answering a business-related phone call</li> <li>• Taking and leaving a phone message</li> <li>• Dealing with communication issues</li> </ul>
5	<b>Meetings</b> 	<ul style="list-style-type: none"> <li>• Arranging meetings and changing schedules</li> <li>• Asking for opinions in a meeting</li> <li>• Agreeing and disagreeing in a meeting</li> </ul>
6	<b>Giving Presentations</b> 	<ul style="list-style-type: none"> <li>• Giving a presentation to introduce your company</li> <li>• Reading tables, charts, and graphs</li> <li>• Discussing and explaining tables, charts, and graphs</li> </ul>



DIALOGUES / READINGS		PAGES
Part A: Job Ads Part B: Cover Letter Part C: Résumés		9-20
Part A: Getting Everything Set Part B: Talking about Yourself Part C: Asking about the Job		21-32
Part A: Are You New Here? Part B: Settling into a New Work Station Part C: Introducing Yourself		33-44
Part A: Telephone Etiquette Part B: Taking and Leaving Messages Part C: Phone Reception Difficulties		45-56
Part A: Setting Something Up Part B: Asking for Opinions Part C: Agreeing Part D: Disagreeing		57-72
Part A: Giving a Successful Presentation Part B: Tables Part C: Pie Charts Part D: Line Graphs		73-88



# TABLE OF CONTENTS

UNIT	TOPIC	LEARNING GOALS
7	<b>Winning over New Clients</b> ● ●	<ul style="list-style-type: none"><li>• Promoting your company and products</li><li>• Making proposals to potential clients</li><li>• After-sale services and guarantee</li></ul>
8	<b>Business Writing Tasks</b> ● ●	<ul style="list-style-type: none"><li>• Reading and writing a letter of promotion</li><li>• Pursuing prospects with a follow-up letter</li><li>• Reading/Writing a reminder letter</li><li>• Reading/Writing an announcement or notice</li></ul>
9	<b>Business Trips</b> ● ●	<ul style="list-style-type: none"><li>• Reserving a hotel room and flight ticket</li><li>• Checking in at the airport</li><li>• Visiting the company and factory</li></ul>
10	<b>Handling Orders</b> ● ● ● ●	<ul style="list-style-type: none"><li>• Negotiating the right deal</li><li>• Confirming an order</li><li>• Acknowledging an order</li></ul>
11	<b>Trade Show English</b> ● ●	<ul style="list-style-type: none"><li>• Speaking to a new customer</li><li>• Talking up your company</li><li>• Giving a sales pitch to a customer</li></ul>
12	<b>Employee Issues</b> ● ● ● ●	<ul style="list-style-type: none"><li>• Receiving a promotion and/or a raise</li><li>• Improving the relationship with your boss</li><li>• Having a performance review and receiving a bonus</li></ul>

Audio and Video Transcripts

Index

DIALOGUES / READINGS	PAGES
Part A: Attracting Clients Part B: Meeting Client Needs Part C: Offering Continued Support	89-100
Part A: Letters of Promotion Part B: A Follow-up Letter Part C: Letters of Reminder Part D: Handling a Notice	101-116
Part A: Making Reservations Part B: At the Airport Part C: Company and Factory Tours	117-130
Part A: Price Negotiation Part B: Purchase Orders Part C: Purchase Confirmation	131-142
Part A: Attracting People to Your Booth Part B: Introducing a Company Part C: Giving a Sales Pitch	143-156
Part A: Promotions Part B: Employer-Employee Relations Part C: Performance Reviews and Bonuses	157-168
	169
	196