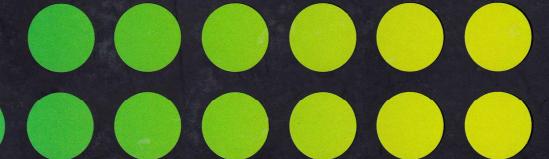


## Business English Handbook

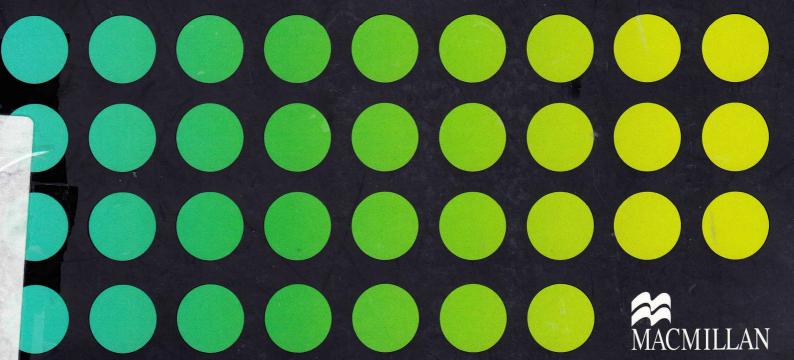
Advanced

For class and self study

**Paul Emmerson** 



The whole of business in one book



## Contents

To the student				
To the teacher 5				
BUSINESS TOPICS				
1				
2	Globalization and economic policy		10	
3	Corporate strategy and structure		14	
4	Managing people		18	
5	Operations management		22	
6	Production		26	
7	Marketing strategy and product development		30	
8	Distribution and promotion		34	
9	Accounting and financial statements		38	
10			44	
11			48	
12	er jagligdi. 1995 ilkur en je graffe og ekken skrivet forteka i i til er er sam sam have er ett		52	
12	2 mornation and communication technology			
EFFECTIVE COMMUNICATION				
13	Trends, graphs and figures		56	
14	Presentations – structure and key phrases		60	
15	Presentations – being lively and persuasive		64	
16	Discussions		68	
17	Social English and cultural awareness		72	
18	Style - clarity and emphasis		76	
19	Style – politeness and softening		80	
20	Developing an argument – linking words 1		84	
21	Developing an argument – linking words 2		88	
22	Developing an argument – linking words 3		92	
23	Writing paragraphs		96	
24	CV (resume) / Job interview		100	
115	TENING PRACTICE			
	Interviews with business people: exercises			
1		Interview with a communications consultant		
2	Interview with a CEO 7	Interview with an auditor		
3	Interview with a project manager 8	Interview with a portfolio manager		
4	Interview with a design engineer 9	Interview with a portion manager		
5	Interview with a marketing director 10	Interview with an IT consultant		
		The view with an in consultant		
Lis	Listening scripts 109			
Answer key			121	