

in company 3.0

PRE-INTERMEDIATE STUDENT'S BOOK PACK

PREMIUM



B1

Simon Clarke

in company 3.0

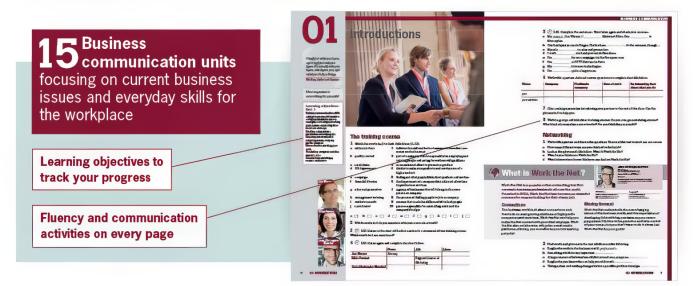
PRE-INTERMEDIATE STUDENT'S BOOK

B1



in company 3.0 at a glance

Third edition Student's Book:





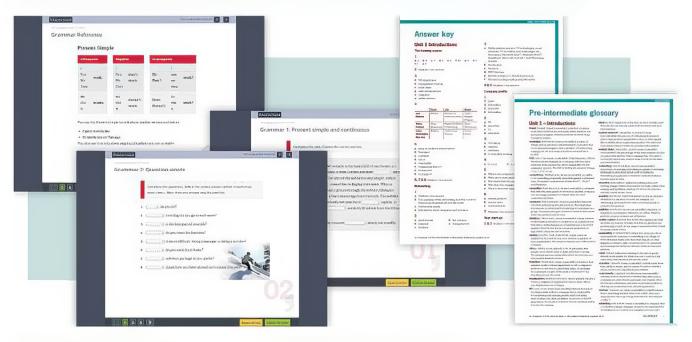


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Extra material

- Irregular verb list
- Additional material for communicative activities
- Self-evaluation forms for Workplace scenario activities
- Listening scripts

New Online Workbook and Student's Resource Centre



Online Workbook

Everything you need to build and expand on the Student's Book material outside the classroom, and all accessible online:

- Interactive activities to practise:
 - Vocabulary
 - Grammar
 - Reading
 - Writing
 - Listening
- Automatic markbook
- Grammar reference

Student's Resource Centre

An extensive collection of resources, all available to download:

- Student's Book audio
- 'In company in action' Student's Book scenario videos
- 'In company interviews' additional video material
- Glossary
- Answer key
- Phrase banks

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It isn't just what you know, and it isn't just who you know. It's actually who you know, who knows you, and what you do for a living.

Bob Burg, Author and Speaker

How important is networking for your job?

Learning objectives: Unit 1

Business communication skills Asking for personal information;

Asking for personal information; Giving a presentation about a colleague; Discussing networking sites; Fluency: Discussing ideas for ethical start-ups **Reading** Article about a professional networking site **Listening** Introductions at a training course; Company profile: Innocent **Phrase bank** Describing your work **Vocabulary** Companies and the Internet, Jobs **Grammar** Present Simple, Present Continuous



Introductions



The training course

1 Match the words (a-j) to their definitions (1-10).

1

- a online services
- **b** quality control
- **c** retail chain
- d HR department
- e campaign
- f financial director
- **g** sales and promotion
- **h** management training
- i market research
- recruitment

а

access on the Internetpart of a company that is responsible for employing and training people and caring for workers with problems

information and methods of communication that you

- **3** a concentrated effort to promote a product
- 4 checks to make sure products and services are of a high standard
- 5 finding out what people think about products and services
- 6 the department of a company that sells and advertises its products or services
- 7 a group of businesses that all belong to the same person or company
- 8 the process of finding people to join a company
- **9** courses that teach the skills needed to lead people
- 10 person responsible for controlling costs and the company's budget

i | j |

- 1
 b
 c
 d
 e
 f
 g
 h
- **2** Which words in 1 do you associate with your own role at work?

3 1.01 Listen to the start of the first session in a communications training course. Which words in 1 are mentioned?

1.01 Listen again and complete the chart below.

	From	Job	Lives
Jan Werner	Norway		
Silvia Fortuni		Regional director of Marketing	
Jean-Christophe Marchal			

- 5 💽 1.01 Complete the sentences. Then listen again and check your answers.
- a My name is Jan Werner. I ____ _____ Metronet Fibre. Our ___ is fibre optics.
- **b** Our headquarters are in Prague. That's where _____ _____. At the moment, though ...
- **c** My role ______ to sales and promotion.
- **d** I work ______ our headquarters in Barcelona.
- e I'm ______ for our campaigns in the European area.
- I'm ______ at PPTT Services in Paris. f
- **g** My ______ is in new technologies.
- I'm _____ quite a large team. h

6 Work with a partner. Ask and answer questions to complete the table below.

Name	Company	Position in company	Area of work	An interesting fact about what you do
you				
your partner				

7 Give a mini-presentation introducing your partner to the rest of the class. Use the phrases in 5 to help you.

8 Work in groups and talk about training courses. Do you ever go on training courses? What kind of courses have you attended? Do you think they are useful?

Networking

- **1** Work with a partner and discuss the questions. Then read the text to see if you are correct.
- a How many different ways can you think of to find a job?
- **b** Look at the photo and title below. What is Work the Net?
- c Who do you think uses Work the Net?
- **d** What information do you think you can find on Work the Net?

What is Work the Net?

Work the Net is a popular online networking tool that connects business professionals all over the world. Founded in 2004, Work the Net has become an essential resource for anyone looking for their dream job.

Connections

The business world is all about connections and, thanks to an ever-growing database of high-profile companies and recruiters, Work the Net can help you make the first contact with your ideal employer. Work the Net also collaborates with other social media platforms, allowing you to maximize your job-seeking potential.

Moving forward

Work history

Work the Net understands the ever-changing nature of the business world, and the importance of developing links with key contacts as your career progresses. It's time to be proactive and take control of your career, but you don't have to do it alone. Let Work the Net be your guide!

- **2** Find words and phrases in the text which mean the following.
- a People who work in the business world *professionals*
- **b** Something which is very important _
- c A large amount of information which is stored on a computer _
- d People who you know who can help you with work .
- e Taking action and making changes before a possible problem develops _



rketing Director at Thomson Europe port Area Manager at Thomson France siness Manager at Berlusconi Group

 French (native proficiency)
 Italian (native proficiency) English (profe ional profic

Languages

rcial Director, PPTT Se

3 Jean-Christophe Marchal has a profile on Work the Net. Look at his page and answer the questions.

- a What are Jean-Christophe's competencies and skills?
- **b** Does he have a degree?
- **c** Is he married?
- **d** Who is his current employer?
- Where does he live?
- f What things does he enjoy doing in his spare time?

Jean-Christophe Marchal

Paris, France

MARKETING AND ADVERTISING Commercial Director, PPTT Services

Overview

Commercial Director responsible for promoting and pitching new online products and services for major public companies in the Paris area.

Work history

Marketing Director at Thomson Europe Export Area Manager at Thomson France Business Manager at Berlusconi Group

Education

Università Luigi Bocconi – Milan, Italy Académie Carat Espace – Paris, France École Centrale Paris (ECP) – Paris, France

Competencies and skills

- Media Industry and new TV technologies
- · Social networks
- TV on mobile
- New technologies for flat screens
- Excel
- Word
- PowerPoint
- Outlook
- SAP
- Photoshop
- Acrobat

Languages

- French (native proficiency)
- Italian (native proficiency)
- · English (professional proficiency)
- German (limited professional proficiency)
- Mandarin (elementary)

Interests

cycling, reading, philosophy

Personal details

Phone: 00 33 167464748 Address: 7, Rue Richard-Lenoir, Paris Birthday: 24 May 1965 Marital status: Married



4 Now ask a partner the same questions.

What are your competencies and skills?

- **5** Work in groups and discuss networking sites.
- a Do you have a profile on a social or professional networking site?
- **b** Do you think these sites are useful for people in business? How might they be useful?
- c What problems do you think there might be with using these sites?

Company profile 1 💽 1.02 Listen to an extract from a radio programme. The speaker is talking about a company. Number the figures in the order you hear them. 100% £30 million £250,000 £60 million 8 10% eniov by 10,000 £500 58% **1.02** Listen again and complete the details in the company profile. of your Name of company: Innocent innocent Founders: **Richard Reed and friends** Established in: (a) 19____ Main product: (**b**) ___ __ (fruit-based drinks) Main market: Europe, in (c) _____ _____ countries nocen **Operations:** ____ of Coca-Cola[®] As a (d) _____ pomegranates, Brand image: blueberries Promoted through website and (e) _____ & acai Location: Headquarters in (f) ____ pomegranates **Company ethics:** ueberries & a Gives (g) ____ _ of profits to charity

- **3** 💽 **1.02** Complete the sentences. Then listen again to check your answers.
- a This month we ______ at the role of ethics in business.
- b Innocent now ______ from its headquarters in London as a subsidiary of Coca-Cola[®].
- **c** Innocent ______ to innovate.
- d The company _____ on new lines.
- e Innocent ______ to over ten thousand retailers in thirteen European countries, ...
- f ... and its market _____
- g It ______ only 100% natural products ...
- **4** Match the sentences (a–g) in 3 to the descriptions.
- **a** Present Simple to describe a stable situation: $_b$
- **b** Present Continuous to describe a current situation or activity: ______
 - Present Continuous to describe a situation of change: ____
- **5** Write questions for these answers using the prompts.
- a Innocent Drinks. (What / name?) <u>What is the company's name?</u>

С

- **b** Fruit-based smoothies and fruit juices. (What / main products?)
- **c** Ten per cent of its profits. (How much / give / charity?)
- **d** Over 10,000 retailers in 13 countries. (Who / sell to?)
- e The combination of ethics and clever marketing. (What / recipe / success?)

6 Combine a word from box A with a word from box B to complete each sentence.

detailed natural negative product social success

В

Α

information networks products publicity range story

- **a** Consumers like *<u>natural products</u>* with no additives or chemicals in them.
- **b** Facebook is a ______ which will be difficult for others to imitate.
- **c** Companies now rely on ______ to promote and market their products.
- **d** ______ can put a company out of business.
- e It's important to give consumers ______ about your products and services.
- f You need to continually expand your ______ in order to maintain your market share.
- **7** Do you agree with the sentences in 6? Why / Why not?

Your start-up

- **1** You are going to develop an idea for your own ethical start-up (new company).
- **a** Think of ideas for your own start-up. It can be either serious or humorous.
- **b** Complete the 'Your start-up' column in the table below.
- c Work with a partner and ask questions to complete the 'Your partner's start-up' column.

	Your start-up	Your partner's start-up
Name of company		
Product or service		
'Ethical' selling point		
Location	C. C. Barres	
Markets	1.552.5	
Competition		

2 Use the framework below to write a description of your new partner's company. (name of company) ________ is a (type of company)

The main activity of the company is ______. Its 'ethical' selling point is ______. The company is based in ______. Its main markets are ______ and its main competitor is

O1 Introductions

Phrase bank: Describing your work

I work for (IBM / a pharmaceutical company). I work in (a bank / an office / London). My job involves ... My role is to ... I am responsible for (accounts). I have (five) years of experience in (sales). I'm based in ... Our headquarters are in ...

I'm head of (marketing) / in the (marketing) department.

Vocabulary

Companies and the Internet

1 Complete the sentences using the words in the box.

employs franchises headquarters Internet investment network promote responsible retail sales website

- **a** Sporting brands often use famous people to ______ their products.
- **b** McDonald's[®] has _____ all over the world.
- **c** My department is ______ for marketing and sales in Eastern Europe.
- **d** Our company ______ provides information about our services and products, but we don't sell anything online.
- e We need more ______ to finance our expansion in China.
- f The ______ of Nestlé are in Geneva.
- **g** In my opinion, the BBC has one of the best websites on the _____.
- **h** For the company to survive, our _____ need to grow by 20% this year.
- i I have a much better _____ of contacts since I started using LinkedIn[®].
- **j** The company ______ over 2,000 workers in Europe, located in four different factories.
- **k** Online stores like Amazon have completely transformed the ______ sector.

Jobs

2 Unscramble the letters to form words related to jobs. Then complete the sentences using the words.

acontcaunt cnaharim dsptreinoci etxecuvie mnagrea pdenistre psoioint rdritee tlite

- **a** She's the chief ______ officer.
- **b** As ______ of the board, he has the final decision on all issues.
- **c** He doesn't work; he's _____
- **d** The CEO is the top ______ in the company.
- e Her job ______ is 'vice president'.
- f I'm the ______ of a small team; I lead six people.
- g The financial director is a qualified _____
- **h** The ______ of our company is based in the company headquarters in Paris.
- i My job _____ outlines my role and responsibilities.

Grammar

Present Simple

Affirmative		Negative	gative I		Interrogative		
Ι		Ι			Ι		
You	work.	You	don't	Do	you	work?	
We	WOIK.	WOIK. We	work.	Don't	we	WOIK:	
They		They			they		
He		He	1	Dava	he		
She	works.	She	doesn't work.	Does Doesn't	she	work?	
It		It	WUIK.	Doesnt	it		

You use the Present Simple to talk about routine actions and habits.

• I go to work by bus.

• *He* works late on Tuesdays. You also use it to talk about ongoing situations you see as stable.

- We live in London.
- They employ over 250 people.

Present Continuous

Affirmative		Negative		Interrogative		
I'm (am)	working.	I'm not		Am Aren't	Ι	
You' re (are) We' re (are) They' re (are)		You aren't We aren't They aren't	working.	Are Aren't	you we they	working?
He's (is) She's (is) It's (is)		He isn't She isn't It isn't		Is Isn't	he she it	

You use the Present Continuous to talk about activities happening at the moment of speaking.

- Don't interrupt me, please. I'm trying to concentrate.
- He's wearing a grey suit, a white shirt and a blue tie.

• What are you doing?' T'm preparing this month's sales figures.' You can also use it for activities or situations you see as temporary.

- We're using this office until the new one is ready.
- I'm working from home today, so don't phone me at the office.

You use the Present Continuous for situations which are changing.

- The economic situation is getting better.
- Our company share price is steadily improving.

Practice 1

Complete the sentences using the verbs in the box in the correct form – Present Simple or Present Continuous. Use each verb twice.

do get live sell think work

- a Normally, I am in the office in the afternoon, but this month I ______ a course.
- **b** In the winter, the reps _____ more than in the summer.
- c Our most important market is the Far East. We ______ business with several companies there.
- d Our new product line _____ very well this year.
- e Our boss _____ very long hours.
- f He _____ of changing his job because he's not very happy.
- g 'What's your address?' 'I _____ in a hotel until we find a nice flat.'
- h In June, the weather _____ hot there, so take some cool clothes. _____
- i He ______ his job is really interesting. _____
 j It ______ hotter. We need to get some air
- j It _____ hotter. We need to get so conditioning for this office.
- **k** At present, we _____ on new products and services for the future.
- I During the week, he _____ in his city flat and at the weekend he goes to the country.

t it You often use the Present Continuous with time expressions – for example, *at the moment, this week/ month/year*, etc.

- We are having a lot of problems with our suppliers at the moment.
- I'm doing a course this month, but it's not very interesting.

Now mark each sentence with a letter to show which rule applies.

- H routine actions and habits
- O ongoing situations you see as stable
- M activities happening at the moment of speaking
- T activities or situations you see as temporary
- C situations which are changing

Practice 2

Write questions about the information which is missing.

- a The company makes money by ... <u>How does the company make money?</u>
- **b** Our business is expanding because ... Why _____
- **c** They are setting up a business in ... Where
- **d** We are looking for \$... How much _____
- e He has previous experience in the ... business. What kind
- f Their unique selling point is ... What _____
- **g** My company employs ... people. How many _____
- h The manager of the company is ... Who _____
- i They are talking to ... about further investment. Who



Choose the job you love, then you'll never have to work a day in your life ...

Confucius

How many hours do you work each week?

Learning objectives: Unit 2

Business communication skills Discussing work-life balance; Fluency: Talking about work routines; Completing a questionnaire on exercise; Discussing exercise and ways to relax

Reading Article about work–life balance; Profile of a business executive's typical day; Article about exercise and lifestyle Listening Conversation about someone's new job Phrase bank Talking about

routines Vocabulary Work and routines,

Phrasal verbs, *do* as an auxiliary Grammar Adverbs of frequency, Time phrases

Work–life balance

1 Complete this extract from an article about work–life balance with the numbers in the box.

2 1.625 3 48 76,700

A new study shows that full-time male workers in Britain work (a) $\frac{2}{2}$ hours per week longer than the European average. The long hours culture is still a problem for many workers in this country, despite the recent growth of part-time jobs.

Despite a fall in the number of people working very long hours, (b). million employees still work more than (c) _ hours – around 1 in 8. Excessive working time is linked with the development of health problems like heart disease, diabetes, stress and depression. It can also lead to poor performance and absenteeism, and takes time away from things like training and education, which are necessary for economic success.

The average UK worker spends (d) _____ ___ hours a year at work, yet only produces (e) \$_ _ in GDP value.

Source: http://touchstoneblog.org.uk/2013/01/british-men-are-working-the-longest-hours-in-europe/

2 Look at page 130 to check your answers in 1. Then discuss the questions with a partner.

- What is the situation like in your country? а
- b Do you think this situation will change in the future?
- **3** Read the profile of a leading executive and answer the questions.
- a What time does Sally McDermott start work in the morning?
- **b** What time does she normally get to the office?
- **c** How long does she take off for lunch?
- **d** Why does she prefer to call people rather than send an email?
- How often does she have to work at the weekend? e

day in the life of Sally **c**Dermot

Δ

Sally McDermott is the international operations manager of a major telecoms company, with operations in most of Europe and Latin America. Her career has included periods of work in Portugal, Paris and London. She speaks Spanish, French and Russian, as well as English.

'People often ask me how I manage to combine a successful career with family life. The secret is that I don't need much sleep! Five hours is enough, so by 5.30 am I am usually up, reading reports and checking emails on my smartphone. Then I have breakfast at 8 am, together with my husband, Derek, and my 15-year-old daughter, Katie.

I go to work in a taxi which picks me up at 8.30 am every day. On the way to work I look through the daily papers. It normally takes us about 20 minutes to get to the office. When I arrive my secretary joins me and we go through any correspondence and plan the day. I make decisions about appointments and organize meetings.

I drink a lot of coffee and mineral water. I usually have just a sandwich for lunch, or sometimes something in a nearby restaurant, but I am never out for more than an hour. Then, in the afternoon, it's back to the office and more meetings, although once a month I take an afternoon off, if it's possible. When I'm not in a meeting I am constantly on the phone. I use the phone whenever possible because it's nearly always quicker than using email. Even if I'm in the office, I prefer to use my smartphone. I hardly ever send text messages except to my daughter - it's just too time-consuming.

I like to pick Katie up from school when I can, but most days I work until at least 8 pm. Weekends are reserved for my family. I don't often have to work, but sometimes something comes up which I just can't avoid. All in all, it's hard work, but I enjoy my job.'

02 WORK-LIFE BALANCE 13

4 How typical do you think Sally McDermott's life is? Does she have a good work–life balance? Why / Why not?

5 <u>Underline</u> all the phrases in the profile on page 13 which say how often something happens. The first one has been done for you.

6 Read the rules below and <u>underline</u> the correct option.

- a In most cases, adverbs of frequency (*sometimes, often, never*, etc) go **before** / **after** the main verb.
- **b** Adverbs of frequency go **before** / **after** the verb *to be*.
- **c** Time phrases (*twice a year, every day*) can go at the **beginning** / **end** / **beginning or end** of a sentence or clause.

7 Add a word or phrase from the box to each sentence so that it is true for you. You may need to change the verb form.

	ways every day every week hardly ev ometimes twice a year usually	er never not <mark>often ofte</mark> n	once a month
а	I go to work by car.	I don't often go to work by car.	
b	I get home late.		
С	I work at the weekend.		
d	I have a holiday.		
е	I feel bored with my job.		
f	My boss leaves work before me.		
g	My computer crashes.		
h	I find time to relax and enjoy myself.		
i.	I have arguments with people at work.		
- i -	I read the financial papers.		

8 Complete the 'Action' and 'You' columns in the chart below. Then ask questions to complete the 'Your partner' column.

	Action	You	Your partner
	eat out	once a week	
How often do you?			
Do you much?			
Do you ever?			

9 Present your partner's routine to the rest of the class.

