OXFORD

Business Result

SECOND EDITION

Upper-intermediate *Student's Book*

Michael Duckworth, John Hughes & Rebecca Turner

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Contents

		Working with words	Business communication	Practically speaking	Language at work	Talking point	Outcomes – you can
9	New business 58–63	Starting up a new business	Maintaining contacts	Avoiding saying 'no'	Present perfect simple and continuous	The long tail	• talk about start-ups • ask contacts for help and avoid saying 'no' • talk about past or recent activities and results
		Viewpoint 3 ▶ VIDEO Entrepreneurs 64–65					
10	Communications 66–71	Communications technology	Dealing with information on the phone	Resolving problems on the phone	Phrasal verb word order	The telephone card game	• talk about technology • deal with information and problems on the phone • use phrasal verbs in different contexts
11	Change 72–77	Talking about change	Presenting future plans	Giving both sides of the argument	Future tenses and probability	Fun theory	• talk about change • present plans and give balanced arguments • talk about the probability of future activities and developments
12	Data 78–83	Dealing in data	Discussing data	Describing trends	Reporting	Statisticulation	• talk about data • describe trends • report what someone has said
		Viewpoint 4 ▶ VIDEO Social media marketing 84–85					
13	Culture 86–91	Cultural differences	Narrating past events	Talking about news and gossip	Narrative tenses	The power of storytelling	• talk about cultural differences • describe past events and news • describe the sequence of past events
14	Performance 92–97	Staff appraisals	Evaluating performance	Raising difficult issues	Third and mixed conditionals | Perfect modals	Competition in the workplace	• talk about appraisals • evaluate performance and raise issues • talk about imagined past actions and results
15	Career breaks 98–103	Taking a career break	Putting forward a case	Taking time off	-ing form or infinitive?	Goodbye and see you next year	• talk about career breaks • present a case • talk about time off • discuss interview questions
		Viewpoint 5 ▶ VIDEO Career perceptions 104–105					

Introduction

What's in a unit?

Starting point
- an introduction to the theme of the unit
- discussion questions

Working with words
- reading and listening about a work-related topic
- focus on key words and phrases

Business communication
- improve your communication skills for meetings, presentations, socializing, and phone calls
- *Key expressions* list in every unit

Language at work
- grammar presented in authentic work contexts
- *Language point* box focuses on the key grammar points

Practically speaking
- focus on an aspect of everyday communication at work
- helps you to sound more natural when speaking

Talking point
- focus on interesting business topics and concepts
- *Discussion* and *Task* activities improve fluency and allow you to apply the topics to your own area of work

What's in the *Practice files*?

Written exercises to practise the key language in:
- *Working with words*
- *Business communication*
- *Language at work*

Use the *Practice files*:
- in class to check your understanding
- out of class for extra practice or homework

The *Practice files* include a *Grammar reference* section with more detailed explanations of the grammar from each unit.

Follow the links to the *Practice file* in each unit.

What's in the *Communication activities*?

- role cards and information for pair and group activities

What's in the *Viewpoint* lessons?

The *Viewpoints* are video lessons that appear after every third unit. The topic of each *Viewpoint* lesson relates to a theme from the main units.

Each *Viewpoint* is divided into three or four sections, with a number of short video clips in each lesson. A *Viewpoint* lesson includes:
- A focus to introduce the topic.
- Key vocabulary and phrases from the videos.
- Video interviews on interesting business-related topics which develop listening and note-taking skills, and build confidence in listening to authentic language in an authentic context.
- Activities which provide speaking practice about the topic of the lesson.

The *Viewpoint* video lessons include authentic interviews with leading academics, business experts, and course participants from **Saïd Business School**, University of Oxford.

About Saïd Business School

Saïd Business School is part of the University of Oxford. It blends the best of new and old – it is a vibrant and innovative business school, yet deeply embedded in an 800-year-old world-class university. Saïd Business School creates programmes and ideas that have global impact – it educates people for successful business careers and, as a community, seeks to tackle world-scale problems. The school delivers cutting-edge programmes and ground-breaking research that transform individuals, organizations, business practice and society. Find out more at www.sbs.ox.ac.uk

Starting point

1 Why are first impressions so important in business?

2 What gives us a first impression of a company or a person?

Working with words | Talking about first impressions

1 When you want to know more about other companies or about colleagues and clients before you meet them, where do you normally start looking?

2 Read this text about online impressions. Which paragraph (1–3) is about …?
   a how companies need to make sure their website maintains a visitor's interest ___
   b how people get their first impression of you or your business by going online first ___
   c how people looking for work need to check their digital history before applying for a job ___

VIRTUAL IMPRESSIONS

1 These days creating a good impression is more than just shaking hands and presenting a well-designed business card when you first meet someone. That's because before you even attended a meeting with a prospective client or a potential employer, you can guarantee that they've already searched your name, checked to see if your company has a good reputation via online review sites and even searched your personal online history.

2 To manage your online profile, start with your company's website. According to researchers at the Missouri University of Science and Technology, it takes under three seconds for an online visitor to start to form an opinion of your brand from the website. The researchers also tracked eye movements and discovered that visitors tend to gain their first impressions from the logo, photographs, menus and, in particular, the opportunity to make contact via social media. In other words, projecting the right kind of online image is not just about looking good, but companies should also make sure their customers can interact with them and start building a relationship.

3 Individuals such as freelancers and job-seekers also need to think carefully about their social media image before posting photos and comments online. A recent survey of 450 employers showed that more than 40% had taken a dislike to a potential employee as soon as they'd checked the person's Facebook page. One typical reason for rejection was finding out that the information on the CV didn't match the applicant's online profile. It's a good idea for anyone who is self-employed or looking for a job to think about how they come across to people and to make sure their online profile promotes a positive and truthful image.

3 Underline the answers to questions 1–3 in the text.
   1 What are the different ways we can find out more about companies/people?
   2 Which parts of a website are especially important to focus on?
   3 What might potential employers find out about you online? What can you do about this?

4 Complete questions 1–8 with the correct verbs from the list. Check your answers by finding the words in **bold** in the article.

build   come   create   form   have   manage   project   take

1 What kind of **impression** would your company like to _____ on its website?
2 What sort of **reputation** do you or your company _____?
3 How does your company _____ the right kind of **image** through its advertising?
4 How important is it to _____ your own online **profile**?
5 When you meet someone for the first time face-to-face, how do you _____ an **opinion** of them?
6 How do you think you _____ **across** to people you meet for the first time?
7 In your line of work, how important is it for you to _____ a close **relationship** with customers or clients?
8 Do you ever _____ an instant **dislike** to someone when you meet them for the first time? What are the reasons?

5 Work with a partner. Choose five of the questions in **4** to ask and answer.

6 ▶ **1.1** Listen to Zhifu Li, a website designer in Hong Kong, talking about adapting websites to local needs. Answer questions 1–2.

1 In what way is website localization like other forms of advertising?
2 What differences between Western and Asian websites does Zhifu mention?

7 Match each of these adjectives from audio script **1.1** to an adjective with a similar meaning from 1–12.

expensive   ineffective   arrogant   trustworthy   suspicious   complex
functional   modest   ostentatious   successful   wary   favourable

1 reliable _____
2 unsuccessful _____
3 showy _____
4 positive _____
5 costly _____
6 mistrustful _____
7 practical _____
8 complicated _____
9 simple _____
10 effective _____
11 over-confident _____
12 cautious _____

8 Work with a partner.

1 Which of the adjectives in 7 are positive and which are negative? Explain your choices.
2 Using as many of the adjectives as possible, discuss what makes an effective website in your culture.
3 What aspects of a website would give a negative first impression?

>> For more exercises, go to **Practice file 1** on page 106.

9 Work with a partner. Look at these things which can create a good or bad first impression of a company.

• uniform
• office / business premises
• telephone answering system
• reception area
• meeting / conference rooms
• quality of product / service
• warm greeting
• dress code
• website
• advertisements in the media
• brochures / printed materials
• price
• speaking customer's language
• reputation

1 Which four are the most important and why?
2 Choose two of the factors that create a good impression of your company. Explain how.
3 Choose two of the factors that are less successful at creating a good impression of your company. How could they be improved?

Business communication | Arranging a meeting

1 What percentage of your time is spent in meetings? What kinds of meetings do you attend? How do normally arrange them (e.g. by email or by phone)?

2 Read this email from Ivan Formanek, owner of a translation agency in Prague.
1 How did he find out about Sean McFee?
2 Why is he contacting him?
3 What does he ask Sean to do?

To: sean.mcfee@sfdesign.com
From: ivanformanek@sspeaking.cz
Subject: Designer for new website needed

Dear Mr McFee

My name's Ivan Formanek and I have my own translation agency – Simply Speaking. I was given your details by one of your former colleagues, Ursula Vladikova. She recommended you to me as we are planning to renew our website.

If you are interested in discussing this further, could you either call us or send an email in reply and we will arrange a meeting with you?

Best regards

Ivan Formanek

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3 ▶1.2 Sean sends an email in reply to Ivan and then calls him. Listen to their conversation and answer questions 1–3.
1 What is the purpose of the call?
2 What is the outcome?
3 Why is there a delay before the meeting can take place?

4 ▶1.2 Listen again and put sentences a–j in the correct order (1–10).
a Yes. I, remember. ___
b I'm calling about the email I sent you … _1_
c Thanks for responding so quickly. ___
d We can meet when I get back. ___
e Let's say, provisionally, Tuesday the 13th at eleven o'clock. ___
f See you in a couple of weeks. ___
g I wondered if you'd had time to look through the portfolio I sent. ___
h I suggest we meet to discuss things further. ___
i When would you like to meet? ___
j Fine, whatever's best for you. ___

Tip | *actually* and *currently*

Don't confuse *actually* with *currently*. Use *actually* as an alternative to *in fact* or *as a matter of fact*.

I'm **actually** going to be in Prague already.

Use *currently* to express something you are doing at the moment.

We're **currently** updating our corporate image.

Key expressions

Introducing self (email)
My name's ... and I (have /
work for / represent) ...
I was given your details by ...
(She) recommended you to
me as ...

Making a follow-up call
Hello ... This is ...
I'm calling about the email I
sent you regarding ...
I wondered if you'd had time
to ...?
I wanted to see if you are still
interested in ...

Responding to a follow-up call
Yes, I remember.
Thanks for responding so
quickly.
Thanks. I wanted to speak to
you about ...

Arranging to meet
I suggest we meet to discuss
things further.
When would you like to meet?
We can meet ...
Fine, whatever's best for you.
Let's say, provisionally, Tuesday
the 13th at 11.00.
I'll get my assistant to call you
later today to confirm.
See you (in a couple of weeks).

Discussing travel arrangements
You'll be travelling in from ...,
won't you?
Can you tell me how I get
to ...?
Is it best by taxi or public
transport?
Let me know where you're
staying and I'll email you
a map and directions from
your hotel.
There's a train that leaves at ...
Will I have time to catch that
one?
It only takes ... to get to ...
Let me know if you need a taxi
and I'll book one for you.

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5 ▶ **1.3** Listen to a call Sean receives and answer questions 1–3.
  1 Who is calling Sean and why?
  2 How will Sean know how to find Simply Speaking?
  3 What transport is he going to use to get to the meeting?

6 ▶ **1.3** Listen again.
  1 What phrase does Sean use to ...?
    a enquire about transport
    b refer to the time of the train
    c discuss the possibility of catching the train
  2 What phrase does Catherine use to offer help with ...?
    a directions
    b a taxi

  ≫ For more exercises, go to **Practice file 1** on page 106.

7 Write a short introductory email to your partner, following steps 1–3.
  1 Introduce yourself and your company.
  2 Explain that your partner was recommended to you.
  3 Suggest a meeting to discuss some future business.

8 Work with a partner. Exchange your emails from **7** and take turns to make a follow-up call. Remember to:
  • introduce yourself and explain why you are calling
  • arrange to meet
  • discuss the travel arrangements

Practically speaking | Exchanging contact details

1 Are you good at remembering people's names and contact details? Do you have any special techniques for helping you remember names when you meet people for the first time? In what situations do you have to exchange names and contact details?

2 ▶ **1.4** Listen to three conversations and answer questions 1–2 for each one.
  1 How does each speaker give their contact details?
  2 Why do they want to keep in contact with each other?

3 ▶ **1.4** Listen again and match these phrases to each call in **2**.
  1 Let me take your name and number. ___*Call 1*___
  2 I have an email address for you, but I'm not sure if it's current. _____
  3 I'll send you her contact details by text. _____
  4 Can I have Suzy's number and email address? _____
  5 It's probably easiest if I email you when I get back to the office. _____
  6 Here's my card. _____

4 Match phrases 1–6 in **3** to categories a–c.
  a asking for details _____
  b giving details _____
  c promising details _____

5 Stand up and walk around the class talking to each person. Ask each person for their contact details. Either give your details straightaway or promise to give them.