Career Paths: Business English is a new educational resource for business professionals who want to improve their English communication in a work environment. Incorporating career-specific vocabulary and contexts, each unit offers step-by-step instruction that immerses students in the four key language components: reading, listening, speaking, and writing. Career Paths: Business English addresses topics including making introductions, salary information, doing business with different cultures, quality standards, and business strategy.

The series is organized into three levels of difficulty and offers over 400 vocabulary terms and phrases. Every unit includes a test of reading comprehension, vocabulary, and listening skills, and leads students through written and oral production.

Included Features:
- A variety of realistic reading passages
- Career-specific dialogues
- 45 reading and listening comprehension checks
- Over 400 vocabulary terms and phrases
- Guided speaking and writing exercises
- Complete glossary of terms and phrases

The Teacher's Guide contains detailed lesson plans, a full answer key and audio scripts. The audio CDs contain all recorded material.
Book 1

John Taylor
Jeff Zeter

Express Publishing
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<td>Identifying a problem</td>
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<td>Faxes</td>
<td>Poster</td>
<td>confirmation, cover sheet, document, fax number, fax something over, gone through, insert, keypad, resend, subject</td>
<td>Asking for help</td>
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<td>Types of Meetings</td>
<td>Planner Extract</td>
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<td>Talking about time conflicts</td>
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<td>9</td>
<td>Meeting Etiquette</td>
<td>Blog</td>
<td>ask for explanation, bicker, disagree, interrupt, jargon, objection, repeat yourself, send your apologies, state your opinion, take note, talk over, waste time</td>
<td>Disagreeing with an opinion</td>
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<td>Making a Presentation</td>
<td>Memo</td>
<td>audience, diagram, eye contact, handout, introduce, move on to, note, outline, prepare, section, slide, summarize</td>
<td>Giving examples</td>
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<td>11</td>
<td>Time Management</td>
<td>Brochure</td>
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<td>Asking for advice</td>
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<td>12</td>
<td>Negotiations</td>
<td>Magazine Article</td>
<td>anticipate, back down, close the deal, compromise, conflicting interests, confrontational, hostile, intense, mutually acceptable, negotiate, trade-off</td>
<td>Making a suggestion</td>
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<td>13</td>
<td>Customer Service</td>
<td>Manual</td>
<td>assure, bring a problem to our attention, customer base, exceed expectations, feedback, go beyond the call of duty, go out of your way, go the extra mile, loyalty, rectify, satisfaction, word of mouth recommendation</td>
<td>Correcting a statement</td>
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<td>14</td>
<td>Making Travel Arrangements</td>
<td>Email</td>
<td>accommodations, amenities, business class, coach, confirm, e-ticket, fare, first class, itinerary, layover, rent, reservation</td>
<td>Talking about prices</td>
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<td>15</td>
<td>Travel Necessities</td>
<td>Travel Guide</td>
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<td>Expressing doubt</td>
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<td>Company Culture</td>
<td>Poster</td>
<td>affordable, asset, core value, endeavor, environmental issue, foster, gap, initiative, innovation, one step ahead, opportunity, perk, priority, strive, trend</td>
<td>Stating a problem</td>
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<tr>
<td>2</td>
<td>Business in Different Cultures</td>
<td>Guide</td>
<td>avoid, aware, blunder, conscious, customary, etiquette, eye contact, gaffe, hospitality, host, manners, offend, pitfall, surname, title</td>
<td>Describing concerns</td>
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<tr>
<td>3</td>
<td>Management Styles</td>
<td>Blog</td>
<td>ambition, authoritarian, autonomy, consult, contribute, democratic, distant, empower, limiting, make or break, morale, motivation, paternalistic, resourcefulness, subordinate</td>
<td>Clarifying information</td>
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<td>4</td>
<td>Team Building</td>
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<td>creative, delegate, efficiently, flop, gel, harmonious, in-depth, objective, passion, practical, review, scrutinize, strategy, thrive, unconventional</td>
<td>Citing an example</td>
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<td>5</td>
<td>Production</td>
<td>Job Advertisement</td>
<td>assembly line, conference, defect, manufacturer, measure, operations, output, oversee, raw materials, recall, specification, surplus</td>
<td>Describing experience</td>
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<td>6</td>
<td>Marketing</td>
<td>Memo</td>
<td>avenue, billboard, brand, competitor, consumer, distribution channel, flyer, market research, niche, outlet, packaging, promotion, prospective, range, target market</td>
<td>Making suggestions</td>
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<td>7</td>
<td>Finance</td>
<td>Email</td>
<td>assets, balance sheet, deductions, depreciation, earnings, expenditure, financial report, grant, income, incur, liabilities, net loss, profit and loss, quarter, revenue</td>
<td>Making a prediction</td>
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<td>analyze, appointment, approach, attentive, capitalize, consultative, deal with, demonstrate, effective, existing, generate, influence, key contact, pitch, resistance</td>
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<td>advantage, bid, booming, competitor, contract, edge, grossing, key player, land, minor player, recommend, threat</td>
<td>Asking someone to be direct</td>
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<td>Innovation</td>
<td>Manual</td>
<td>anonymous, creativity, design, entrepreneurship, focus group, incentive, innovation, innovator, optimistic, research and development, target audience</td>
<td>Discussing good and bad results</td>
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<td>14</td>
<td>Global Economy</td>
<td>Newspaper Article</td>
<td>debt, developing country, downturn, economic output, globalization, gross domestic product, industrialized country, interdependence, market, prosperity, trend, Wall Street</td>
<td>Asking to speak with someone</td>
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<td>15</td>
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<td>Blog</td>
<td>boost, contradict, controversial, free trade, oversee, quota, trade agreement, trade barrier, trade sanction, venue, violate, WTO</td>
<td>Supporting an argument</td>
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Get ready!

Before you read the passage, talk about these questions.

1. What are some ways people greet each other in formal and informal situations?
2. What are some things foreigners might accidentally do that are offensive in your culture?

Conducting Business Overseas

Conducting business overseas is full of pitfalls! There are many different customs regarding etiquette. You may make a major social gaffe without realizing it! This guide outlines the areas where mistakes commonly occur.

Consider how you will address your business associate. It is polite to address someone by their title and surname in many places.

The handshake is recognized worldwide, but in the States and Britain people generally shake hands only once, when they first meet. Be aware that in Japan, it is rude to make eye contact when shaking hands, and in many Asian countries it is customary to bow.

If you are invited to someone's house, you should take a gift to thank them for their hospitality. But be careful! Your choice of gift is very important. Avoid giving white flowers in Japan or clocks in China because they symbolize death. Be conscious of eating customs. In Europe and the States, you may offend your host if you leave food on your plate. However, in Asia, a clean plate indicates you are still hungry.

In conclusion, the best way to conduct business internationally is by researching manners and customs. Only this way can you ensure that you won't make a terrible social blunder!

Reading

Listen and read this guide to business etiquette. Then, choose the correct answers. Say four things you have learned from the text.

1. What should you NOT do when visiting Japan?
   A. give your host a gift
   B. bow when you meet someone
   C. leave food on your plate after a meal
   D. look a person in the eyes during an introduction

2. What should business travelers do before doing business with other countries?
   A. purchase reasonable gifts
   B. learn the country's language
   C. research the country's etiquette
   D. memorize new partner's surnames

3. According to the passage, when do British people shake hands?
   A. when greeting business partners in the morning
   B. when first being introduced to someone
   C. when accepting a gift
   D. when entering someone's house

Vocabulary

Choose the word which has the same meaning as the underlined word.

1. Looking his client in the eye when they shook hands was a major gaffe.
   A. blunder
   B. hospitality
   C. host

2. Her manners were typically British.
   A. pitfall
   B. etiquette
   C. hospitality

3. He was conscious that he must leave some food on his plate.
   A. aware
   B. customary
   C. eye contact
Choose the correct word pair to fill in the blanks.

1. Mr. Sui thanked his _____ for the wonderful _____.
   A. title — surname
   B. host — hospitality
   C. hospitality — pitfall

2. _____ making eye contact because it may _____ the other person.
   A. Customary – avoid
   B. Offend — host
   C. Avoid — offend

3. It is _____ to call someone by their title and _____.
   A. aware — title
   B. customary — surname
   C. avoid — hospitality

4. There are a number of _____ people can fall into such as not using a correct _____.
   A. pitfalls — title
   B. hosts — surname
   C. hospitality — eye contact

Listening

5. Listen to a conversation between two colleagues about a business trip. Mark the following statements as true (T) or false (F).

   1. T/F The speakers are taking a trip to Japan together.
   2. T/F The woman asks the man to explain parts of Japanese etiquette.
   3. T/F The woman plans to purchase a gift before she arrives in Japan.

6. Listen again and complete the conversation.

   Co-worker 2: I’ve been reading up on Japanese 1 __________. It’s got me worried.
   Co-worker 1: What are you worried about?
   Co-worker 2: It’s full of 2 __________! I’m scared I’m going to make some terrible social 3 __________.
   Co-worker 1: I’m sure that if you’re careful of your 4 __________ you’ll be fine.
   Co-worker 2: That’s not the point. Good manners in Japan are different from manners here. Sometimes they’re the complete opposite!
   Co-worker 1: Like what?
   Co-worker 2: Well, here you make 5 __________ when you shake hands. In Japan that’s rude.
   Co-worker 1: Really? I wasn’t 6 __________ of that.
   Co-worker 2: And it’s 7 __________ to give gifts to your hosts, but there are so many gifts that can be offensive!

Speaking

7. With a partner, act out the roles below, based on the dialogue from Task 6. Then switch roles.

   USE LANGUAGE SUCH AS:
   - Are you ready for your business trip?
   - I’m scared I’m going to ...
   - It’s customary to ...

Student A: You are going on a business trip to another country. Explain to Student B that you are worried about:
   - greeting people
   - giving gifts

Student B: Your colleague is going on a business trip abroad and is worried about etiquette. Help Student A plan for his or her trip.

Writing

8. You are writing a guide for business people visiting your country. Using the guide and the conversation from Task 7, write a guide to etiquette (100-120 words). Talk about:

   - What is customary for people to do when they greet each other
   - What people should be aware of during meals
   - What sorts of gifts are appropriate
Travel Necessities

Get ready!

1 Before you read the passage, talk about these questions.

1 What can a traveler do if he or she loses a passport?
2 What other things do you need to take with you on a business trip?

Vocabulary

3 Write a word that is similar in meaning to the underlined part.

1 You need several injections that prevent the spread of disease. ___ n ___ l ___ o ___
2 Be sure that you bring any drugs prescribed by a doctor. ___ d ___ i ___
3 The airline recommends that passengers arrive early to register for their flight. ___ e ___ n
4 Visitors may not enter without a document that provides identification. ___ s ___ o ___
5 Keep the hotel’s phone number and address with you. ___ t ___ i ___ m ___ o ___
6 Do you have a paper displaying streets and major attractions of the city? ___ a ___
7 The trip across the ocean is much faster than it used to be. ___ r ___ y
8 Read a book with information about an area before leaving. ___ r ___ e ___ i ___

Reading

2 Listen and read the extract from a travel guide. Then, mark the following statements as true (T) or false (F). What should you have with you while on a business trip?

1 ___ Important documents should be stored in baggage.
2 ___ Travelers should change money before leaving.
3 ___ Some countries require visitors to get shots when they arrive.

Information Essentials

You’re going on a business trip abroad. You’re about to leave your house when you think ‘Did I forget anything?’ Does this sound familiar? Use this checklist to ensure you don’t forget anything important!

- Don’t forget your passport! Keep it with you at all times, but be careful that it doesn’t fall out of your bag or pocket or get stolen.
- Do you have the paperwork relating to your journey? You’ll need your flight number when you check in.
- Have you got any foreign currency? You don’t want to be stuck abroad with no money!
- Do you take medication regularly? If so, don’t forget it! Also remember that in some countries, you will need inoculations before you travel.

Where will you go when you arrive? Take a travel guide or a map of your destination. It’s also a good idea to have your hotel’s contact information handy. You may need it when filling out forms.

ESSENTIALS

passport
currency
medication

ESSENTIALS

passport
currency
medication

4 Read the sentence and choose the correct meaning of the underlined words.

1 Traveling to another country involves a lot of paperwork.
   A problems   B documents   C identification

2 John finally reached his destination.
   A the place where someone lives
   B the place someone is traveling to
   C a town which has an airport

3 Tina needs some foreign currency.
   A money from another country
   B information about the area
   C help from the airport staff

5 Listen to a conversation between a businessman and his personal assistant. Choose the correct answers.

1 Where is the man’s map?
   A in his bag   C in his travel guide
   B in his jacket   D in his pocket

2 What is the man likely to do next?
   A take a taxi to the airport   C purchase a travel guide
   B get foreign currency   D check in for his flight

6 Listen again and complete the conversation.

Businessman: Yes, they’re 1 __________________ somewhere.
Assistant: You should take them out. It will make your 2 _______________ a lot faster.
Businessman: Good thinking. I’ll keep them 3 _______________.
Assistant: Also, I put the 4 _______________ in your travel guide.
Businessman: Great, thanks.
Assistant: And did you ever grab any 5 _______________?
Businessman: I don’t need any. I have my credit card. I’ll 6 _______________ when I arrive.
Assistant: Are you sure about that? Don’t you need to take a taxi from the airport?
Businessman: I was planning on it. Why do you ask?
Assistant: Well they only accept cash.

Speaking

7 With a partner, act out the roles below, based on the dialogue from Task 6. Then switch roles.

USE LANGUAGE SUCH AS:

Do you have everything you need?  
You should take them out.  
Don’t you need to ...?

Student A: Your boss is taking an international trip. Make sure Student B has:
   • necessary paperwork
   • information about destination
   • currency

Student B: Talk to Student A about what items you have or need for the trip.

Writing

8 You are a personal assistant. Use the conversation from Task 7 and the travel guide to write a list of items your boss needs for a trip. Include:

• paperwork
• information about the destination
• money
• medicine
accomplish [V-T-U14] To accomplish a task is to complete or do it successfully.

accountant [N-COUNT-U12] An accountant is someone whose job is to keep or check financial records.

applicant [N-COUNT-U15] An applicant is a person who answers an advertisement for a job vacancy.

appointment [N-COUNT-U7] An appointment is a meeting arranged in advance.

approximately [ADV-U6] If someone gives a number approximately, the number or amount given is close to the exact amount, but could be a little more or less.

avenue [N-COUNT-U5] An avenue is like a street. It’s a hard surface where cars and bikes often drive.

avoid [V-T-US] To avoid something means to stay away from it.

bank clerk [N-COUNT-U12] A bank clerk is someone who works in a bank and is responsible for general office duties.

basic price [N-COUNT-U10] The basic price of a product or service is the price without taxes or fees.

block [N-COUNT-U5] A block is a square piece of a city that is built on a grid, such as New York City.

book a table [V-U8] To book a table means to reserve a table in a restaurant.

bow [V-I-U1] To bow means to bend your waist and lean forward.

break [N-COUNT-US] A break is a time when people stop work for a period of time.

building [N-COUNT-U5] A building is a structure such as a house or factory that has walls and a roof.

busy [ADJ-US] To be busy is to have a lot to do, such as work.

calendar [N-COUNT-U7] A calendar shows all the days, weeks and months of the year.

carpool [N-COUNT-US] A carpool is a group of people that travel to work together in one car, taking turns driving or sharing the cost of gas.

catch the bus [V-PHRASE-U14] Another way to say people go somewhere on a bus is to say that they catch the bus.

catch up on [PHRASAL V-U14] To catch up on something means to do something which one had intended to do earlier.

cheek [N COUNT-US] The cheek is part of the face. People have two cheeks, one on each side of the mouth.

colleague [N COUNT-US] A colleague is someone with whom a person works.

commission [N-COUNT-U11] A commission is a percentage of a sale that a salesman earns as a reward for arranging the sale.

commute [V-I-U14] To commute means to travel to and from work.

compatibility [N-UNCOUNT-US] The compatibility of two things is how well they fit together.

contract [N-COUNT-U13] A contract is a written agreement that people sign when starting work that states rules and pay.

currency [N-COUNT-US] Currency is the type of money that a country uses.

custom [N-COUNT-US] A custom is an action that people traditionally do in a country or region.

day off [N-COUNT-US] A day off is a day when a person does not have to go to work.

deadline [N-COUNT-U7] A deadline is the day or time before which something must be completed.

degree [N-COUNT-U15] A degree is a title awarded by a university after a person has completed a program of study.
Career Paths: Business English is a new educational resource for business professionals who want to improve their English communication in a work environment. Incorporating career-specific vocabulary and contexts, each unit offers step-by-step instruction that immerses students in the four key language components: reading, listening, speaking, and writing. Career Paths: Business English addresses topics including making introductions, salary information, doing business with different cultures, quality standards, and business strategy.

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