

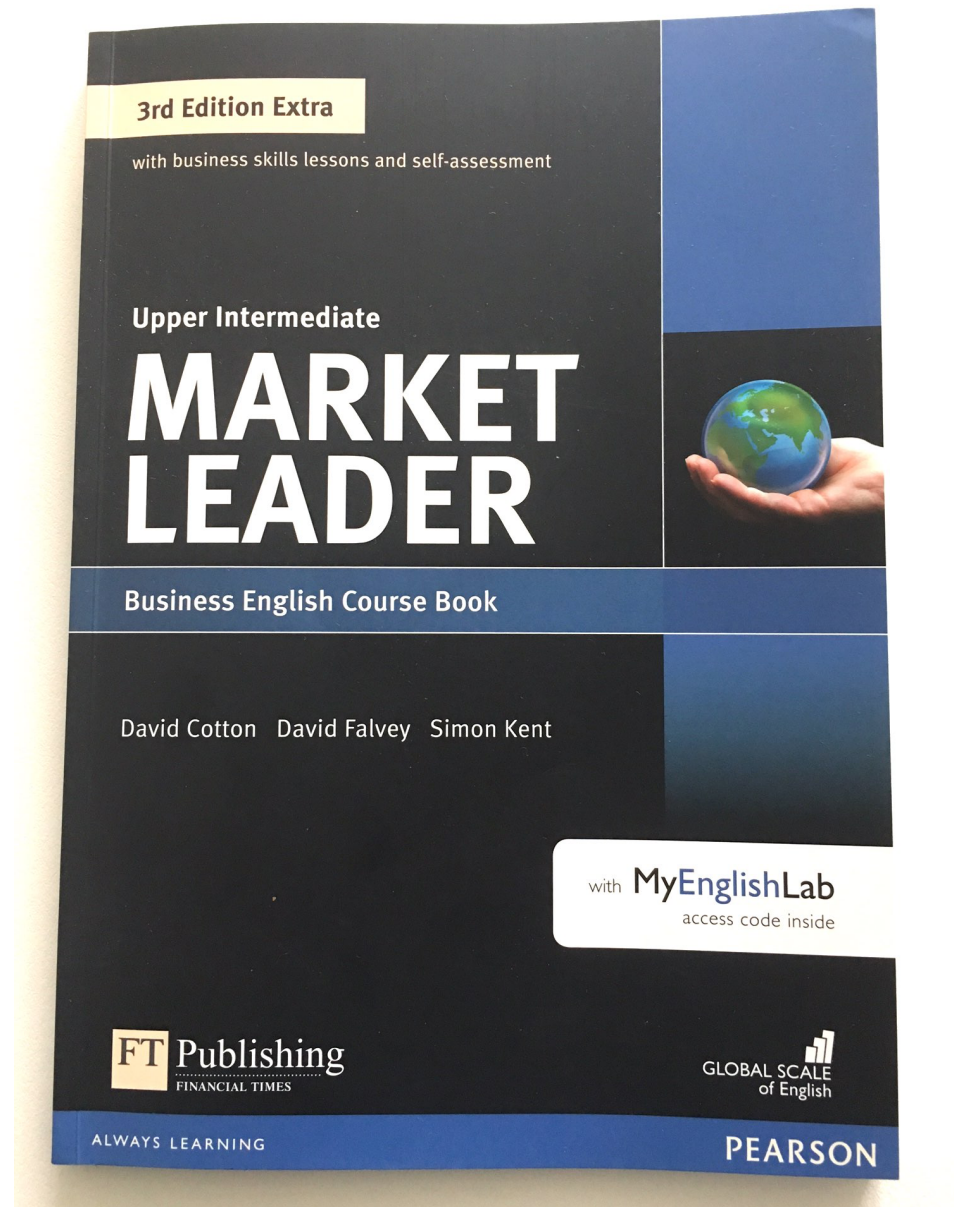
Incorporating GI in Business English

James Quartley



Universität Ulm

- Science and technology university. Founded in 1967.
- 8th place in the THE World Young University Rankings.
- 4 faculties - Medicine; Engineering, Computer Science and Psychology; Natural Sciences; and Mathematics and Economics
- Languages 'float' as an unattached department of the School of Humanities.



- Business English courses with Economics and Management bachelor students.
- 200+ student yearly intake.

What is Business
English?

What is Business English?

All English.

Contents

CONTENTS

	DISCUSSION	TEXTS	LANGUAGE WORK	SKILLS	CASE STUDY
UNIT 1 COMMUNICATION → page 6	Talk about what makes a good communicator	Listening: An interview with an expert on communication Reading: A quiet word beats sending e-mail – <i>Financial Times</i>	Good communicators Idioms	Dealing with communication breakdown	The price of success: Make recommendations to improve communications within an electronics company Writing: e-mail
UNIT 2 INTERNATIONAL MARKETING → page 14	Talk about international brands	Reading: Diego Della Valle: Italian atmosphere is central to Tod's global expansion – <i>Financial Times</i> Listening: An interview with a professor of international marketing and the CEO of a training organisation	Marketing word partnerships Noun compounds and noun phrases	Brainstorming	Henri-Claude Cosmetics – creating a global brand: Devise a TV commercial for a new eau-de-cologne Writing: action minutes
UNIT 3 BUILDING RELATIONSHIPS → page 22	Talk about building relationships	Listening: An interview with the Head of Global Corporate Responsibility of a major company Reading: How East is meeting West – <i>Business Week</i>	Describing relations Multiword verbs	Networking	Al-Munir Hotel and Spa Group: Come up with a plan for improving customer satisfaction and loyalty Writing: letter
WORKING ACROSS CULTURES: 1 DOING BUSINESS INTERNATIONALLY					→ page 30
REVISION UNIT A					→ page 32
BUSINESS SKILLS: 1.1 SMALL TALK; 1.2 E-MAILS					→ page A1
	DISCUSSION	TEXTS	LANGUAGE WORK	SKILLS	CASE STUDY
UNIT 4 SUCCESS → page 36	Discuss what makes people/companies successful	Listening: An interview with the MD of a technology development company Reading: Profile: Carlos Slim – <i>The Telegraph</i>	Prefixes Present and past tenses	Negotiating	Kensington United: Negotiate a sponsorship deal for a football club Writing: press release/letter
UNIT 5 JOB SATISFACTION → page 44	Discuss motivational factors and do a quiz	Listening: An interview with the Director of HR at a major company Reading: Marriott Hotels International/KPMG – <i>The Sunday Times</i>	Synonyms and word-building Passives	Cold-calling	Just good friends? Decide how to deal with in-house personal relationships Writing: guidelines
UNIT 6 RISK → page 52	Discuss different aspects of risk	Listening: An interview with the MD of the Institute of Risk Management Reading: Internationalisation – risk or opportunity? – <i>Financial Times</i>	Describing risk Adverbs of degree	Reaching agreement	Winton Carter Mining: Evaluate the risks of a new mining venture Writing: report
WORKING ACROSS CULTURES: 2 WORKING IN NEW MARKETS					→ page 60
REVISION UNIT B					→ page 62
BUSINESS SKILLS: 2.1 NEGOTIATIONS; 2.2 TELECONFERENCES					→ page A5
WRITING FILE → page 126					
ACTIVITY FILE → page 132					

	DISCUSSION	TEXTS	LANGUAGE WORK	SKILLS	CASE STUDY
UNIT 7 MANAGEMENT STYLES → page 66	Discuss different aspects of management style	Listening: An interview with the author of a management book Reading: Anna Wintour/Jim Buckmaster – <i>CBS/Times online</i>	Management qualities Text reference	Presentations	Selig and Lind: Choose a new project manager for a team Writing: report
UNIT 8 TEAM BUILDING → page 74	Talk about working in teams and do a quiz	Listening: An interview with the founder of a team-building company Reading: Recipes for team building – <i>Financial Times</i>	Prefixes Modal perfect	Resolving conflict	Motivating the sales team: Work out an action plan for improving the motivation of a sales team Writing: letter
UNIT 9 RAISING FINANCE → page 82	Discuss how and where finance can be raised	Listening: An interview with the MD of a private equity firm Reading: No more easy money – <i>Financial Times</i>	Financial terms Dependent prepositions	Negotiating	Last throw of the dice: Negotiate finance for a new film Writing: summary
WORKING ACROSS CULTURES: 3 MANAGING INTERNATIONAL TEAMS					→ page 90
REVISION UNIT C					→ page 92
BUSINESS SKILLS: 3.1 PRESENTATIONS; 3.2 MEETINGS					→ page A9
	DISCUSSION	TEXTS	LANGUAGE WORK	SKILLS	CASE STUDY
UNIT 10 CUSTOMER SERVICE → page 96	Discuss factors in and importance of customer service	Listening: An interview with the manager of a top restaurant Reading: Customer service is changing the world: Up close and global – <i>Financial Times</i>	Complaints Gerunds	Active listening	Hurrah Airlines: Deal with customer complaints Writing: report
UNIT 11 CRISIS MANAGEMENT → page 104	Discuss ways of handling crises	Listening: An interview with a professor of ethics and social responsibility Reading: How not to take care of a brand / Expect the unexpected – <i>Financial Times</i>	Handling crises Conditionals	Asking and answering difficult questions	<i>In Range</i> : Plan a press conference to defend criticism of a video game Writing: article/report
UNIT 12 MERGERS AND ACQUISITIONS → page 112	Define and discuss acquisitions, mergers and joint ventures	Listening: An interview with the Director of an M&A research centre Reading: Green targets – <i>Corporate Knight</i>	Describing mergers and acquisitions Prediction and probability	Making a presentation	Rinnovar International: Present recommendations for an acquisition Writing: report
WORKING ACROSS CULTURES: 4 INTERNATIONAL NEGOTIATIONS					→ page 120
REVISION UNIT D					→ page 122
BUSINESS SKILLS: 4.1 INTERVIEWS; 4.2 PRESENTATIONS					→ page A13
GRAMMAR REFERENCE → page 146		AUDIO SCRIPTS → page 152		GLOSSARY → page 168	

What are Global
Issues?

What are Global Issues?

choices

What are Global Issues?

choices

actions

What are Global Issues?

choices

words

actions

What are Global
Issues?

Everything

Global issues encourage an awareness in the interconnectivity of beings, objects and location. The active noticing of people, the environment around us and how our presence affects or transforms that environment. They are nothing short of looking both inwardly and outwardly, while seeking to examine, challenge, identify, and (where necessary) break patterns that do not stand up when critiqued.

How

- Think laterally
- Ask questions [play devil's advocate]
- Seek alternatives - supplement
- Stay up to date
- Be flexible [flip the classroom]

'It is not enough to succeed. Others must be seen to fail.'
Gore Vidal, US writer

OVERVIEW

VOCABULARY
Prefixeslistening
Successful
businessesREADING
Carlos SlimLANGUAGE REVIEW
Present and past
tensesSKILLS
NegotiatingCASE STUDY
Kensington United

'It is not enough to
succeed. Others must be
seen to fail.'

Gore Vidal

STARTING UP

charisma
dedication
discipline
drive
imagination
looks
luck
money
nepotism
ruthlessness

brand
customer
headquarters
innovation
leader
people
profit
shares
subsidiaries
workforce

A What makes people successful? Add four more words to the list in the box on the left. Then choose the five most important.

B Talk about a person you know who is successful. Why are they successful?

C What are the best indicators of an individual's level of success?
How important are the following in your culture?

exotic holidays	cosmetic surgery	chauffeur-driven car(s)
designer clothes	expensive jewellery	mixing with famous people
pedigree pets	luxury home(s)	exclusive club membership
trophy partner	domestic help	having your name in the
media		

D Complete these statements with the words from the box on the left.
Then discuss with a partner which three statements are the best indicators
of a successful business.

A successful business ...

- 1 is always making money and increasing its
- 2 is often the market
- 3 is moving forward and interested in
- 4 has a motivated
- 5 has a loyal base.
- 6 has a world-famous and an instantly recognisable logo.
- 7 issues which are worth millions on the stock market.
- 8 has its in a prestigious location.
- 9 has branches and all over the world.
- 10 treats its employees well and is-orientated.

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Kensington United

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- expensive jewellery
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- mixing with famous people
- exclusive club membership
- having your name in the media

SUCCESS IS A CONTINUOUS JOURNEY



3:39 / 5:08



Richard St. John: "Success is a continuous journey"

193,048 views



1K



44



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TED



Published on 15 Jun 2009

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<http://www.ted.com> In his typically candid style, Richard St. John reminds us that success is not a one-way street, but a constant journey. He uses the story of his business' rise and fall to illustrate a valuable lesson – when we stop trying, we fail.

Profile: Carlos Slim

by James Quinn



Carlos Slim is either the world's richest or second-richest man, with a fortune estimated to be in excess of \$67bn. Possibly the richest man you've never heard of, until recently his influence had largely been restricted to his native Latin America, where his sprawling family empire controls more than 200 companies, spanning everything from banking and retail to telecoms, road-building and restaurants. But given the size of his fortune, he was unlikely to stay local for long. In recent years, he has begun to stretch his increasingly long tentacles north of the border and into the United States, and this week took the American intelligentsia somewhat by surprise by revealing plans to inject \$250m into the *New York Times*.

Slim puts his success down to his admiration for his father Julián – who emigrated from the Lebanon aged 14 and made his fortune investing in property in the 1910–17 Mexican revolution –

and to American oil billionaire Jean Paul Getty. Slim learned of Getty's business acumen as a young boy and has gone on to mirror his ability to make money.

Aged 11, he invested in government saving bonds, keeping a detailed ledger to track all of his purchases. By 15, he had bought a very small shareholding in Banco Nacional de México – then the largest bank in Mexico, and one to which he has recently been linked with buying, as the current owner Citigroup looks to divest some of its assets.

While studying civil engineering at university in Mexico City, he realised the way to make money was from investing in companies, and so set up on his own as a stockbroker on graduation, working 14-hour days.

It was not until the Mexican recession of 1982 that Slim really began to make some money, taking advantage of a nationwide 'fire sale' of assets by local

and foreign investors alike, looking to sell in the midst of one of the country's worst economic crises.

The period led to the formation of one of the key parts of Slim's empire – Grupo Carso, which today has annual sales of \$8.5bn a year and owns retail outlets such as Sanborns and Sears, as well as a wide range of manufacturing businesses.

Eight years later, in 1990, came the second major turning point in Slim's career when Mexico decided to privatise its national telecoms company. Slim went head to head with America's Southwestern Bell, France Telecom and as many as 35 other domestic investors, but managed to seize control of Telmex.

Some 90 per cent of the telephone lines in Mexico are today operated by Telmex. But it is the low-cost mobile phone network América Móvil, which he also controls, which has grown to be the most substantial part of his empire, opening up other parts of Latin America to mobile telephony. It now operates in 11 countries, including Brazil, Ecuador and Guatemala.

Many commentators believe that his recent buying spree is part of a desire to replicate what he did in Mexico in the 1980s on a world stage, taking advantage of the global recession by investing in distressed assets at knock-down prices while he can.

In spite of his obvious wealth, he remains frugal in his tastes, and is often seen wearing a plastic-effect wristwatch which doubles as a calculator. His clothes tend to be bought from the many retailers his empire owns.

Over the next four years, he has committed to spend \$10bn through his charitable Carso Foundation, whose main aim is to fight marginalisation and poverty by investing in health, education and employment.

Question:

If you had Carlos Slim's money, what kind of businesses would you buy?

What kind of lifestyle would you lead?

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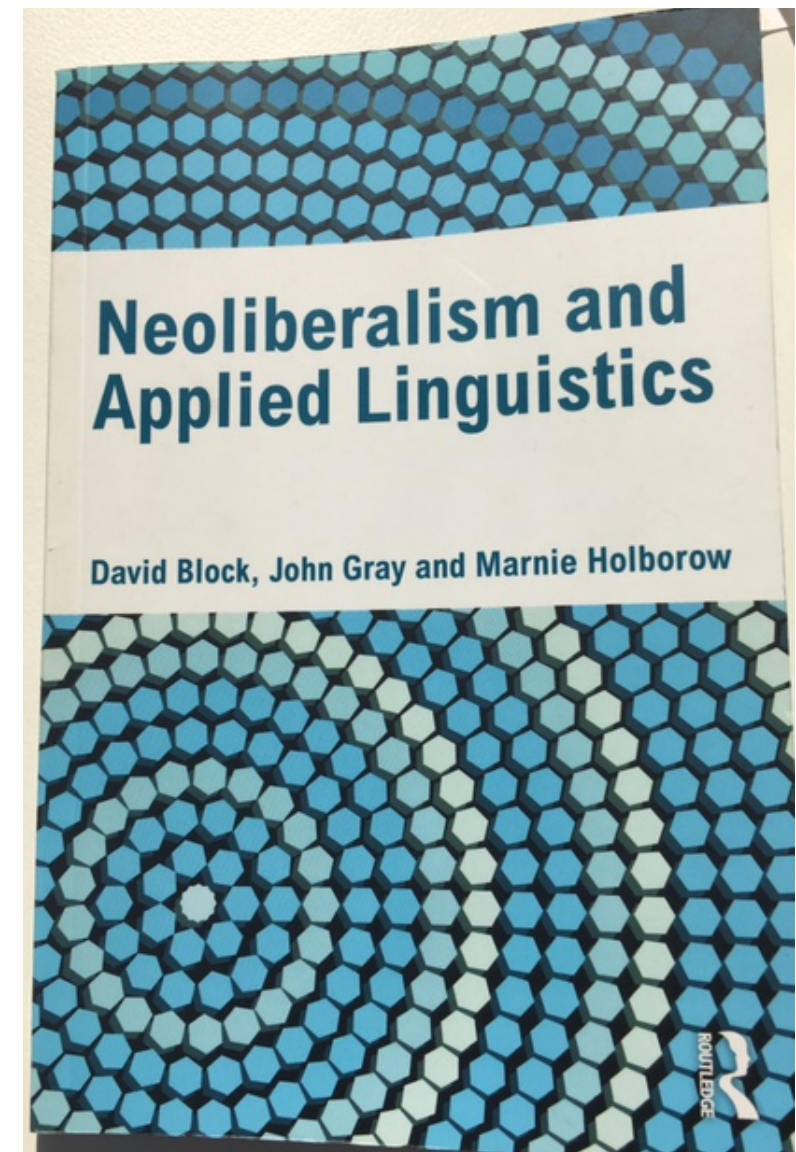
Alternative questions:

If you met Carlos Slim, what question would you ask him?

If you could change the world tomorrow, what would you change?

Who do you think are best placed to effect change, rich business people, politicians or NGOs/direct action?

Neoliberalism, celebrity and 'aspirational content' in ELT text books for the global market.



Block, Gray, Holborn (2012) *Neoliberalism and Applied Linguistics*

- How realistic is a 'rags to riches' story to your life?
- Tantalises us with the promise of possibility, despite the statistical unlikeliness of it.

UNIT 3 Building relationships

'If you destroy a bridge, be sure you can swim.'
African (Swahili) proverb



OVERVIEW

VOCABULARY

Describing relations

LISTENING

Business partnerships

READING

Business networks in China

LANGUAGE REVIEW

Multi-word verbs

skills

Networking

CASE STUDY

Al-Munir Hotel and Spa Group

STARTING UP

A Work in pairs. Ask each other the questions in the quiz. Then turn to page 132 to find out how good you are at building relationships.

1 YOU ARE IN A ROOM WITH A GROUP OF PEOPLE WHO DON'T KNOW EACH OTHER. DO YOU:

- a) introduce yourself?
- b) introduce a topic of conversation?
- c) wait for someone to say something?

2 WHEN YOU ARE INTRODUCED TO PEOPLE, DO YOU REMEMBER THEIR:

- a) name?
- b) face?

c) clothes?

3 ON FESTIVE OCCASIONS, E.G. NEW YEAR, DO YOU:

- a) send greeting cards to everyone you know?
- b) reply only to cards received?
- c) send e-mails?

4 DO YOU THINK SMALL TALK IS:

- a) enjoyable?
- b) a waste of time?
- c) difficult to do well?

5 DO YOU PREFER:

- a) to socialise with colleagues only if you have to?
- b) to socialise often with colleagues?
- c) not to socialise with colleagues?

6 DO YOU LIKE TO HAVE CONVERSATIONS WITH:

- a) people who share your interests?
- b) almost anyone?
- c) people who are your social equals?

B You are going to listen to Gillian Baker, Business Relations Manager with an international training organisation, talking about how companies can build strong business relationships. What factors do you think she will mention?

C CD1.15 Listen to the interview and check the predictions you made in Exercise B.

D What are the most important relationships for you a) at your place of work/study, b) outside your place of work/study? Why?

Building relationships

'If you destroy a bridge, be sure you can swim.'
African (Swahili) proverb

UNIT 3 >> BUILDING RELATIONSHIPS

LISTENING

Business partnerships



Alison Ward

- A** CD1.16 Alison Ward is Head of Global Corporate Responsibility at Cadbury, the chocolate maker. Listen to the first part of the interview and complete this information about Cadbury's Cocoa Partnership.

Launched 1
% Cadbury cocoa beans from Ghana 2
% yield from the land 3
Average age of farmers 4
Cadbury partners in Ghana 5

- B** CD1.17 Listen to the second part and complete these extracts with up to three words in each gap.

- Well, we're really proud that we've achieved for our Cadbury Dairy Milk brand ...
- So it means that people around the world can now make an and ...
- Fairtrade's an interesting marque in that it's not only in consumer markets – it's very well – but it also has great power back in

- C** CD1.18 Listen to the final part and answer these questions.

- What other partnership does Cadbury have?
- What does Alison say about the changes in the supply chain with that partnership?

- D** Think of any other partnerships similar to that of Cadbury and the farmers from Ghana. Tell your colleague about it.

Watch the interview on the DVD-ROM.



- How does the speaker sound?
- Do you buy fairtrade?
- How far do you trust labels on ethical policies?

So far, so good.

Never take anyone's word.

Always find out for
yourself.

Never take anyone's word.

Always find out for
yourself.

Keep it real.



[News](#) › [Business](#) › [Business News](#)

Cadbury withdraws from Fairtrade chocolate scheme but keeps logo on packaging

David Marshall, founder at Meaningful Chocolate company, said the move could confuse consumers and put the Fairtrade scheme at risk

Zlata Rodionova | Monday 28 November 2016 10:21 GMT |



**How would
you describe
fairtrade?**

Students' answers:

Mutually beneficial partnership between producers and consumers.

Very important.

A brand.

Fair dealings with poor farmers.

Responsible business.

A con.

Good business - a business opportunity.



FAIRTRADE
COCOA PROGRAM

TM





This topic links very nicely with Unit 12 Mergers and Acquisitions - showing the pitfalls for companies and brands.

Sometimes, there is more 'for sale' than tangible assets.

Green targets

by Melissa Shin

It ain't easy being green these days – especially if you're an independent green business.

The list of smaller, green companies being swallowed up by global conglomerates is growing in both prestige and numbers: responsible ice-cream producer Ben and Jerry's, now owned by Unilever; organic yogurt maker Stonyfield Yogurt, now in partnership with Danone; alternative beauty companies The Body Shop and Aveda, now owned by L'Oréal and Estée Lauder respectively; organic chocolatier Green and Black's, now owned by Cadbury Schweppes; Tom's of Maine toothpaste, now owned by Colgate-Palmolive; personal-care company Burt's Bees, acquired by Clorox in November 2007; and Husky Injection Molding Systems, acquired in December 2007 by Onex Corporation for \$960 million.

It's not hard to see why small companies are vulnerable – multinationals can offer increased distribution, access to more markets, and most of all, cold, hard cash. And large corporations often find it easier to acquire than to innovate. Consumers are at the very least surprised to discover that their favourite brands have become mere subsidiaries within a large multinational.

A recent poll by the website Treehugger.com (ironically, this once-independent site is now owned by the Discovery Channel) found that 35 per

Skeptics of responsible retailing can easily suggest that small companies have simply reached their expiration date – unfortunate hippie victims of corporate Darwinism. But these partnerships can help bring ethical activities into the mainstream.

"We're fortunate," says Sean Greenwood, spokesperson for Ben and Jerry's. "We could have had a lot of businesses that could have bought us and [closed us down]. But they didn't do that. And I applaud them for that and for recognizing and understanding that that there's a value in keeping the folks who are trying to hold on to what's really important: the essence of Ben and Jerry's."

In April 2000, the Anglo-Dutch Unilever NV announced it would buy flagging Ben and Jerry's stocks for \$43.50 a share, a large premium over the previous day's closing price of \$34.93.

Even though the initial takeover caused factory closings, job losses, and management changes, Greenwood says that his company has helped change Unilever.

"There's been a good give and take, back and forth with the organizations," he says. "It feels like this is a good fit."

But co-founder Jerry Greenfield told the UK's *Green Futures* magazine in 2006 that he doesn't feel that fit with Ben and Jerry's any more.

"I have no responsibility and no authority in the company," he said.

"I have my good name. I have an ability to influence things I want to, and to not be interested in things I'm not interested in. That's the extent of my role."

He went on to add, though, that influence does exist.

"I was skeptical about this supposed

Kevin Ranney, Managing Partner and Director of Research at Jantzi Research, says that positive transfers from the acquired company to the acquirer are difficult to quantify.

"That's one of the reasons why we're not really excited to see these acquisitions occur," he says. "The reality is that what Ben and Jerry's was all about is now buried deeply within a massive corporate structure, and it has relatively little impact on anyone's assessment of Unilever."

Sean Greenwood says that while customers understand there has been a management change, they still support the ice cream.

"I don't think people say, 'Wow, this pint today in January 2003 is different than the December pint of 2002.' I think they are saying Ben and Jerry's has continued to be a Ben and Jerry's organization and product throughout our years."

The proof is in the pudding – or ice cream, as it were. Ben and Jerry's announced in 2006 that it would be expanding its fairtrade ingredients to include Fair Trade Certified coffee, vanilla, and cocoa, and it was also the first national American food manufacturer to move towards a total transition of its products to "Certified-Humane" cage-free eggs.

Nevertheless, the Ben and Jerry's experience has served as a warning sign to other firms.



Gender

team building



SKILLS
Cold-calling



Sir/madam or Madam/sir?

- he/she in the course book
- photos - depictions of women and men
- Students - my manager...he/his

Anna Wintour

60 Minutes' Morley Safer interviews *Vogue's* Editor in her first lengthy U.S. T.V. profile.

She is said to be the most powerful woman in fashion and she does nothing to dispel that belief. Her name is Anna Wintour, a name that strikes terror in some and loathing in others. It should also be said she commands a loyal band of friends and admirers.

"The blurb on your unauthorized biography reads 'She's ambitious, driven, needy, a perfectionist'. Accurate?" *60 Minutes* correspondent Morley Safer asked Wintour.

"Well, I am very driven by what I do. I am certainly very competitive. I like people who represent the best of what they do, and if that turns you into a perfectionist, then maybe I am," Wintour replied.

Wintour is involved in every detail of the magazine: the clothes, editing the pictures and articles. She is decisive, impatient, and bears a look that says "I'm the boss, and you're boring."

"An editor in the final analysis is a kind of dictator—a magazine is not a democracy?" Safer asked.

"It's a group of people coming together and presenting ideas from which I pick what I think is the best mix for each particular issue, but in the end, the final decision has to be mine," Wintour explained. "We're here to work. There's on-duty time and off-duty time, and we're drawn together by our passion for the magazine. If one comes across sometimes as being cold or brusque, it's simply because I'm striving for the best."

"It's not like a tea party here. We work very hard," *Vogue's* Editor-at-large Andre Leon Talley told Safer. Asked what kind of boss she is, Talley told Safer, "Let's say that Anna can be intimidating. I think that's her armor, to intimidate. To give the people the sense that she is in charge. She is not a person who's going to show you her emotions ever. She's like a doctor, when she's looking at your work, it's like a medical analysis."

Vogue Creative Director Grace Coddington says, "I think she enjoys not being completely approachable, you know. Just her office is very intimidating, right? You have to walk about a mile into the office before you get to her desk, and I'm sure it's intentional."



What barriers do
you think women
face in their
working lives?

What does it take
for a woman to
succeed in
business?

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Vogue Creative Director Grace Coddington says, "I think she enjoys not being completely approachable, you know. Just her office is very intimidating, right? You have to walk about a mile into the office before you get to her desk, and I'm sure it's intentional."



Pronunciation?

UNIT 3 Building relationships

'If you destroy a bridge, be sure you can swim.'
African (Swahili) proverb

UNIT 3 >> BUILDING RELATIONSHIPS

LISTENING

Business partnerships



Alison Ward

Watch the interview on the DVD-ROM.



- A** CD1.16 Alison Ward is Head of Global Corporate Responsibility at Cadbury, the chocolate maker. Listen to the first part of the interview and complete this information about Cadbury's Cocoa Partnership.

Launched 1
% Cadbury cocoa beans from Ghana 2
% yield from the land 3
Average age of farmers 4
Cadbury partners in Ghana 5

- B** CD1.17 Listen to the second part and complete these extracts with up to three words in each gap.

- 1 Well, we're really proud that we've achieved for our Cadbury Dairy Milk brand ...
- 2 So it means that people around the world can now make an and ...
- 3 Fairtrade's an interesting marque in that it's not only in consumer markets – it's very well – but it also has great power back in

- C** CD1.18 Listen to the final part and answer these questions.

- 1 What other partnership does Cadbury have?
- 2 What does Alison say about the changes in the supply chain with that partnership?

- D** Think of any other partnerships similar to that of Cadbury and the farmers from Ghana. Tell your colleague about it.

Remember Alison, at the [erstwhile] corporately responsible Cadbury?

We launched the Cocoa Partnership in 2008, and it's a £45-million investment into cocoa sustainability. But the inspiration for it came from a piece of research which was done in the UK and in Ghana. And we looked at what was happening to cocoa farms in Ghana, and cocoa in Ghana accounts for about 70 per cent of our cocoa-bean supply, so it's an important country for us. We found that farmer yields were declining, and they were actually only getting 40 per cent. So, a 40-per-cent yield from the land compared to what they could get — so a real gap between the potential of the land and what they were getting now.

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Reading aloud

- Referat or Vorlesung is still used in some school work.
- Speaking with and without a text.

Problem sounds

- TH sounds /θ/ think and /ð/ this
- speak multi-syllable words backwards

Thanks for listening