

# ◆ Contents ◆

Introduction ix

1. Getting Acquainted 1
  - ◆ Meeting new people 1
  - ◆ Strategies: Greetings and introductions 3 ⊙ CD 1 tracks 1 – 2
  - ◆ Reading: First impressions 6
  - ◆ Activity: People and the impressions they make 8
2. Making Small Talk 9
  - ◆ Being social 9
  - ◆ Strategies: Small talk expressions 11 ⊙ CD 1 tracks 3 – 4
  - ◆ Reading: Small talk tips 15
  - ◆ Activity: Practice making small talk 18
3. Telephoning 19
  - ◆ Using the telephone 19
  - ◆ Strategies: Telephone Talk 21 ⊙ CD 1 tracks 5 – 6
  - ◆ Reading: Cell phone etiquette 26
  - ◆ Activity: Cell phone commercial 28
4. Showing Interest and Expressing Appreciation 29
  - ◆ Treating people well 29
  - ◆ Strategies: Showing interest 31 ⊙ CD 1 tracks 7 – 8
  - ◆ Reading: When your boss is difficult to deal with 15
  - ◆ Activity: Johari window 38
5. Maintaining Understanding 40
  - ◆ Active listening 40
  - ◆ Strategies: Maintaining understanding 43 ⊙ CD 1 tracks 9 – 10
  - ◆ Reading: Effective communication 48
  - ◆ Activity: Gender differences in communication 52
6. Questioning 54
  - ◆ Questions 54
  - ◆ Strategies: Question types 55 ⊙ CD 1 tracks 11 – 12
  - ◆ Reading: Bloom's taxonomy 59
  - ◆ Activity: Gender differences in communication 62

7. Offering and Asking for Assistance 63
- ◆ Teamwork 63
  - ◆ Strategies: Offering and asking for assistance 64 ◉ CD 1 tracks 13 – 14
  - ◆ Reading: Being a team player 68
  - ◆ Activity: Who will survive? 72
8. Stating Goals and Objectives 74
- ◆ Goals and objectives 74
  - ◆ Strategies: Stating goals and objectives 76 ◉ CD 1 tracks 15 – 16
  - ◆ Reading: Strategic planning 80
  - ◆ Activity: Implementing strategies 82
9. Presenting Ideas 83
- ◆ Presentations 83
  - ◆ Strategies: Making a presentation 85 ◉ CD 1 tracks 17 – 18
  - ◆ Reading: Presentation preparation 88
  - ◆ Activity: Give a presentation 92
10. Expressing Opinions 93
- ◆ Quotations 93
  - ◆ Strategies: Expressing opinions 95 ◉ CD 1 tracks 19 – 20
  - ◆ Reading: CEO salaries 100
  - ◆ Activity: Case studies 102
11. Considering Options and Choices 104
- ◆ Options and choices 104
  - ◆ Strategies: Choosing between options 106 ◉ CD 2 tracks 1 – 2
  - ◆ Reading: Decision trees 111
  - ◆ Activity: Application 113
12. Making Decisions 114
- ◆ Leadership 114
  - ◆ Strategies: Making decisions 115 ◉ CD 2 tracks 3 – 4
  - ◆ Reading: Six thinking hats – Edward de Bono 119
  - ◆ Activity: Case studies 121
13. Arguing 122
- ◆ Arguments 122
  - ◆ Strategies: Arguing and defending a point 123 ◉ CD 2 tracks 5 – 6
  - ◆ Reading: Debating 127
  - ◆ Activity: Controversial issues 102

- 14. Negotiating 130
  - ◆ Are you a good negotiator? 130
  - ◆ Strategies: Negotiating 132 ⊙ CD 2 tracks 7 – 8
  - ◆ Reading: Win-win negotiating 138
  - ◆ Activity: Negotiations and culture 140
- 15. Taking Responsibility 141
  - ◆ Responsibility 141
  - ◆ Strategies: Accepting responsibility 142 ⊙ CD 2 tracks 9 – 10
  - ◆ Reading: Blame 146
  - ◆ Activity: Ethical dilemma 148
- 16. Motivating Others 149
  - ◆ Motivation 149
  - ◆ Strategies: Praising 150 ⊙ CD 2 tracks 11 – 12
  - ◆ Reading: Hierarchy of needs 152
  - ◆ Activity: How are you motivated? 154
- 17. Holding Meetings 155
  - ◆ Meetings 155
  - ◆ Strategies: Holding a meeting 157 ⊙ CD 2 tracks 13 – 14
  - ◆ Reading: Effective meetings 162
  - ◆ Activity: Leading meetings 164
- 18. Handling Criticism 165
  - ◆ Criticism 165
  - ◆ Strategies: Handling criticism 166 ⊙ CD 2 tracks 15 – 16
  - ◆ Reading: Constructive criticism 170
  - ◆ Activity: What went wrong? 172
- 19. Managing Stress 174
  - ◆ Workplace stress 174
  - ◆ Strategies: Managing stress 175 ⊙ CD 2 tracks 17 – 18
  - ◆ Reading: Stress management tips 178
  - ◆ Activity: Stress survey 181
- 20. Solving Problems 183
  - ◆ Problems 183
  - ◆ Strategies: Dealing with problems 185 ⊙ CD 2 tracks 19 – 20
  - ◆ Reading: Problem solving 189
  - ◆ Activity: Problems in the news 192

21.	Getting a Job – Résumés and Cover Letters	193
◆	Jobs	193
◆	Strategies: Résumé (3 tasks)	194
◆	Strategies: Cover letter (3 tasks)	200
22.	Getting a Job	
	– Interviews and Success on the Job	206
◆	Strategies: Interview (4 tasks)	206
◆	Strategies: Thank-you letters	211
◆	Strategies: Success on the job	213
23.	Business Emailing	214
◆	Communicating on line	214
◆	Parts of an email	215
◆	Reading: Email writing guidelines	216
◆	Strategies: Language for emails	120
24.	Traveling	224
◆	The language of travel	226
◆	Strategies: Travel Agency	226 Ⓞ CD2 track 21
◆	Strategies: Hotels	229 Ⓞ CD 2 track 22
◆	Strategies: Sightseeing and shopping	232 Ⓞ CD 2 track 23
◆	Strategies: Restaurants	235 Ⓞ CD 2 track 24
◆	Strategies: Plans	239 Ⓞ CD 2 track 25
	Business Terms	241