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**The business English course book in the 21st Century:  
blending print and digital**

Pete Sharma

Bonn, November 2014

- Historical overview of printed business English course books
- Digital components
- Merging print and digital: practical ideas

# Part one Early days

- Late 60s - Early 70s

- addition to General English course book
- specialist vocabulary
- texts & exercises



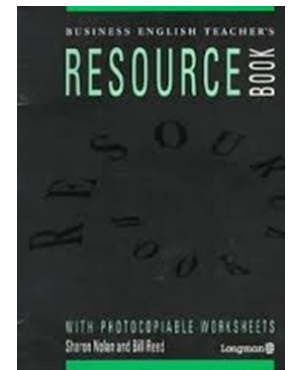
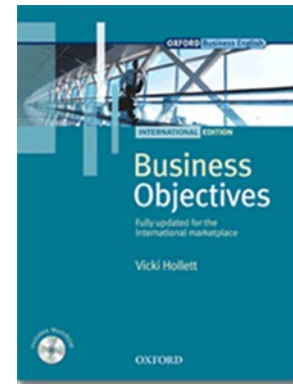
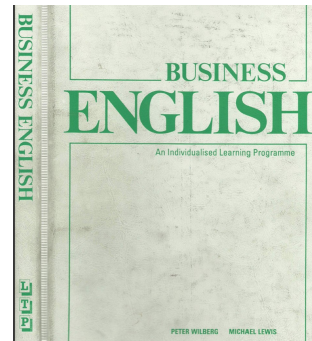
- 1972 The Bellcrest File

- Mid-70s – 80s Functioning in Business



# New developments

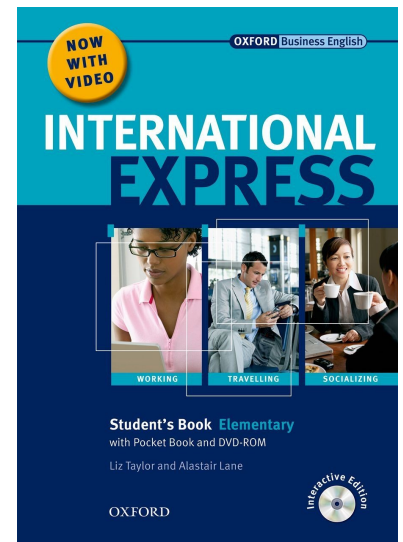
- 1990  
– ‘Filofax’ / 1:1
- 1991 Business Objectives
- 1992 Framework materials



# More developments

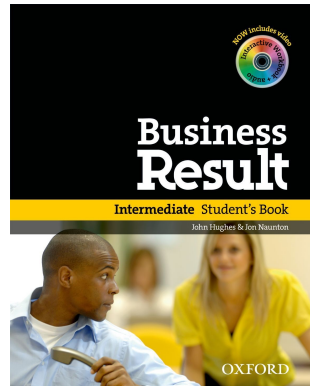
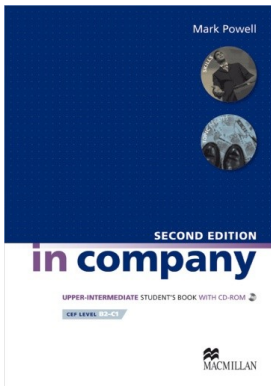
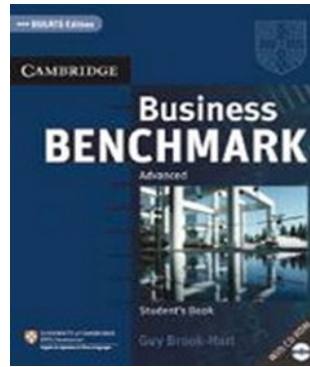
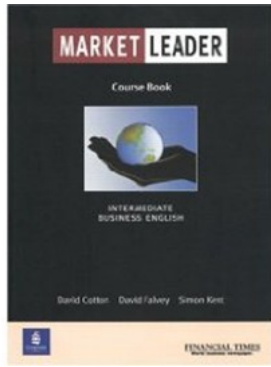
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- Pre-experience vs in-work
- International Express
- Vocational courses
- Skills books (presentations)



# The course-book conundrum

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# Part two New developments

- Video podcasts
- Blogs
- E-books
- Apps
- Learning platforms

# Video podcasts

Change currency \$ Change language English Hay Group website

Partnership services Tools for educators About us Search

You are here: [Home](#) > [Podcasts and vodcasts](#) > Learning styles webinar with David Kolb

## Learning styles webinar with David Kolb

Hay Group Webinar Series

Today's session focuses on learning styles with guest speakers David A. Kolb and Kay Peterson.

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Learning styles webinar with David Kolb  
New directions for experiential learning research

Shopping cart

0 x Items

Checkout

Log in to access previous orders

Log in to access accredited networking area

Product search

Keyword

Search Advanced search



# Company blogs



PRODUCTS BUSINESS MARKET BLOGS

Latest News Tips & Stories At Work

## Latest stories



TIPS & STORIES 21 OCT 2014

### 7 Tips for More Productive Meetings

Meetings are an inevitable part of doing business. But, with Evernote, there are a few tips and tricks you can implement to make them more effective.

[READ MORE](#)

f 64 t 7 in 57



NEWS 17 OCT 2014

### 4th Annual Evernote Conference Keynote Videos

We are still looking back in amazement at the 4th Annual Evernote Conference in San Francisco. Whether you're a developer or user, together, we're now on a journey to improve your productivity. [READ MORE](#)

f 63 t 24 in 109



TIPS & STORIES 16 OCT 2014

### Meeting Less, Achieving More

Meetings shouldn't be an obstruction to productivity. We want your time focused on creating the best work of your life. [READ MORE](#)

f 133 t 101 in 243 2

Richard Branson's blog header features the Virgin logo and the name 'RICHARD' in a red box. Below is a large photo of Richard Branson wearing sunglasses. A navigation menu on the right includes links for Virgin money, startup, unite, media, FIND A VIRGIN COMPANY, australia, TOP UP MY MOBILE, MANAGE MY MONEY, BOOK A FLIGHT, and SIGN UP TO OUR NEWSLETTER. A video player shows a woman speaking at a podium with the text '710 Shares' and '7 November 2014: Making Waves'. A smaller video thumbnail shows two people with the text '7 November 2014: Necker's endangered iguanas are thriving'.

# Blogs & bloggers

The Guardian website interface. The top navigation bar includes 'sign in', 'join us', and a search icon. The main header features the Guardian logo and 'the guardian' text. Below the header is a secondary navigation bar with categories like 'UK', 'world', 'sport', 'football', 'comment', 'culture', 'economy', 'life', 'fashion', 'environment', 'tech', 'money', 'travel'. A 'Business blog' section is highlighted, containing several article cards:

- Bank of England voted 7:2 to hold interest rates steady - business live** (Live, 35 comments)
- Asos shares rebound but the fashion stakes remain high** (0 comments)
- European stock markets tumble again on global growth fears - business live** (303 comments)
- Seven reasons the world's stock markets are falling**
- AbbVie reconsiders \$54bn takeover of Shire: what the analysts say**
- Carney is right on bankers' failures** (5 comments)
- IMF warns long period of low interest rates could trigger financial crisis - business live** (145 comments)

BBC News Technology page featuring a profile of Rory Cellan-Jones, a Technology correspondent. The page includes a navigation bar with 'BBC', 'Sign in', and various news categories. The main content area displays a headline: "Game on - e-sports takes off in the UK" dated 17 October 2014. A large image shows a studio audience at the League of Legends North American Championship Series in February 2014. To the right, a "Latest Tweets" section shows three tweets from @BBCRoryCJ regarding ARM's financial performance and Intel's tablet chip strategy.

# E-books



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4 As you can see from this graph ...

What are these visuals called in English? Match the numbers to the descriptions.

bar chart  table  technical drawing  flow chart  map  (line) graph  pie chart  organizational chart/organigram

1 4 7 2 5 8 3 6 9 10

Which of these visuals would you use to describe:

a your company's market share?

b the steps to be followed from order placement to delivery of a product?

c your company's new organizational structure?

Audio X 32 / 81

7 These verbs are used to describe movement or trends. Put them in the correct category: upward, downward or other form of movement.

climb • decline • decrease • double • drop • expand • fall • fluctuate • go down • go up • grow • hit a low • increase • pick up • plunge • reach a high • recover • remain stable • rise • stabilize • stay the same

Upward  Downward

Other

climb

TALKING ABOUT TRENDS (PAST SIMPLE AND PRESENT PERFECT)

We use the past simple to talk about a movement or trend which happened in the past and is now finished. Signal words for the past simple are *last month/year, in January, from 1997-2000, during the oil crisis, etc.*

In April the rate of unemployment **rose** to 5 million.

decline

Input

Q W E R T Y U I O P  
A S D F G H J K L return  
Z X C V B N M ! , . ? /  
?123

## Answer key

**UNIT 1**

**page 5**

**1 Presentation 1**  
Don Taylor  
head of logistics  
new semi-automatic shelving system  
people who place orders

**Presentation 2**  
Charlotte Best  
team leader, IT  
project documentation  
people involved in international project management

**Presentation 3**  
Susan Webster  
human resources manager  
in-company training and qualification programmes  
department heads

Formal 1, 3  
Less formal 2

**page 6**

2 1 First of all

**page 9**

7 1 start 3 Finally 5 all After 7 areas  
2 Then 4 divided 6 After 8 third

8 1 for 3 of 5 on 7 about  
2 into 4 at 6 with 8 to

**page 10**

9 1 d 5 c 9 h  
2 f 6 g 10 j  
3 b 7 e  
4 a 8 i

B - D - I - F - G - A - C - H - E

**page 11**

10 2 sections 5 responsible for  
3 I'm 6 realize  
4 After that; turn

11 1 c 3 h 5 b 7 a  
2 d 4 g 6 f 8 e

**page 12**

12 a 4 b 3 c 1 d 2

2 Listen to the openings again and complete the sentences. →

**Presentation 1**

1 first of all  introduce  let me thank you all for being here today.

2 Let me  introduce  myself. My name is ...

3 I'm here today to  present  our new semi-automatic shelving system.

4 My talk is  relevant  to those of you who  for the different parts we supply.

# E-books

iPad 15:20 91%

5 Two presenters are describing graphs. Listen and complete the graphs. →

Passenger Volume (millions)

Systex Success Story (in thousand units)

6 Complete these sentences from the two excerpts with words from the boxes. Then listen again to check. →

**Presentation 1**

decline • fall • fluctuated • picking up • reached • rose • slumped

- As you can see here, passenger numbers  between 2.1 and 2.3 million in the first months.
- It notice a sharp  to about 1.6 million.
- Passenger traffic  to about 2.0 million.
- As a result, ticket sales started .
- By the end of September passenger number  million.

**Presentation 2**

increase • rocketed • rose • stood • went

- The figure  by about 50,000 in the following year.

Q W E R T Y U I O P  
A S D F G H J K L return  
Z X C V B N M ! ?  
.123 .123

iPad 12:40 95%

Cancel <English for Presentations for iPad> Send

To: predipsharma@gmail.com

Cc/Bcc: Images: 563 KB

Subject: <English for Presentations for iPad>

English for Presentations for iPad p14.

This email facility should only be used between a student and his/her teacher for the purpose of facilitating use of the relevant course materials. Use in any other context is likely to constitute copyright infringement.

**OUTPUT** Read this article from a website on business communication and discuss the questions which follow.

## Dealing with nervousness

The American author Mark Twain once put it like this: 'There are two types of people: those that are nervous and those that are liars.' So, once you accept that (almost) everybody who gives a presentation – whether formal or informal, long or short, to strangers or colleagues – is nervous, then you just need to find ways to deal with nervousness and even learn how to use it to your advantage.

Let's first look at ways to deal with and reduce nervousness.

- Prepare well.** 'Failing to prepare is preparing to fail.' Preparation is the key to a successful presentation. Nothing will relax you more than knowing exactly what you want to say and having practised saying it. Make sure you practise your talk until you feel at home with it – then you can concentrate on other things.
- Learn to relax.** Doing stretching or breathing exercises before your talk can help you to reduce nervousness. One example: before your presentation, sit comfortably with your back straight. Breathe in slowly, hold your breath for about five seconds, then slowly exhale. You can relax your facial muscles by opening your eyes and mouth wide, then closing them tightly.
- Check out the room.** Make yourself familiar with the place where you will be speaking. Arrive early, walk around the room, and make sure everything you need for your talk is there. Practise using any equipment (e.g. microphone, video projector, OHP) you plan to work with.
- Know your audience.** If possible, greet your audience as they arrive and chat with them. It will be easier to speak to people who are not complete strangers.
- Concentrate on the message.** Try to focus on the message and your audience – not on your own fears.
- Visualize success.** Imagine yourself speaking to your audience in a loud and clear voice. Then visualize the audience applauding loudly at the end of your talk as you smile.

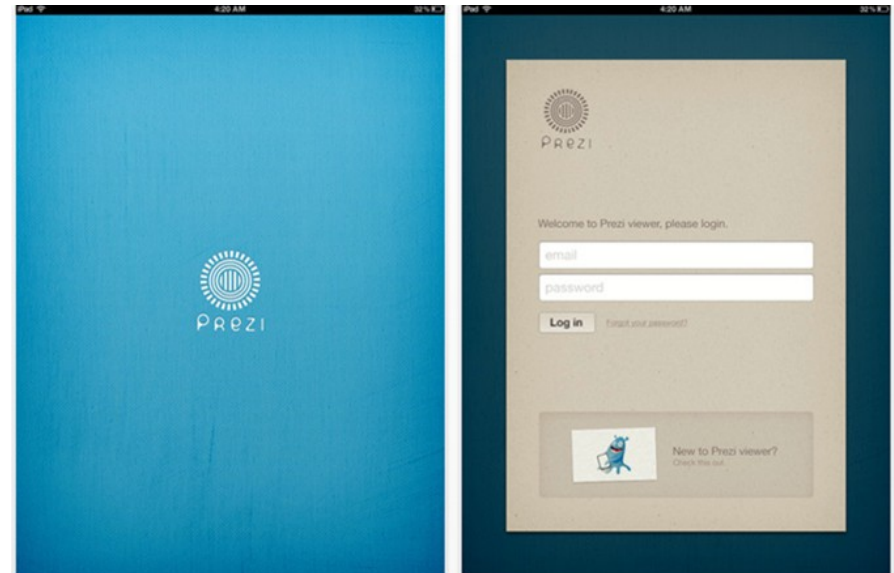
# Apps

## Presentations



The screenshot shows the SlideShark website. At the top right, there are links for "Login" and "Register". The SlideShark logo is prominently displayed. Below it, the text reads "PowerPoint® Presentations on the iPad". A sub-headline states "Free. Easy to use. Powerful. Professional." and a paragraph explains that SlideShark is the only app used to reliably and professionally show or view PowerPoints on an iPad. A bulleted list highlights features: "Preserve animations, fonts, graphics and colors\*", "Swipe to advance animations and slides", and "Connect to a TV or projector". A red button says "Get SlideShark for iPad" with a link "Send download link to my iPad --". An image of an iPad displays a presentation slide. A badge at the bottom right says "Available on the App Store". At the bottom, three navigation buttons are shown: "Upload" with a folder icon, "Convert" with a person icon, and "View" with a presentation icon.

SlideShark™



The image shows two screenshots of the Prezi Viewer app. The left screenshot is a blue screen with the Prezi logo in the center. The right screenshot is a login screen with a light beige background. It features the Prezi logo at the top, followed by the text "Welcome to Prezi viewer, please login." Below this are two input fields for "email" and "password", and a "Log in" button with a "Forgot your password?" link. At the bottom, there is a "New to Prezi viewer? Check this out" link with a small cartoon character icon.

Prezi Viewer

# Apps

## Language skills


**TED** Ideas worth spreading

Themes	Joining TED	TED Conferences	About TED
Speakers	TED Community	TED Prize	TED Blog
Talks		TED Fellows	
Translations	<b>NEW</b>		

Talks Evan Williams on listening to Twitter users

Search

Filmed Feb 2009; Posted Feb 2009



**Interactive Transcript** [Close Transcript](#)

English

*Click on any phrase to play the video from that point.*

Four years ago, on the TED stage, I announced a company I was working with at the time called Odeo. And because of that announcement, we got a big article in the New York Times, which led to more press, which led to more attention, and me deciding to become CEO of that company -- whereas I was just an adviser -- and raising a round of venture capital and ramping up hiring.

One of the guys I hired was an engineer named Jack Dorsey, and a year later we were trying to decide which way to go with Odeo, and Jack presented an idea he'd been tinkering around with for a number of years that was based around sending simple status updates to friends. We were also playing with SMS at the time at Odeo, so

TED



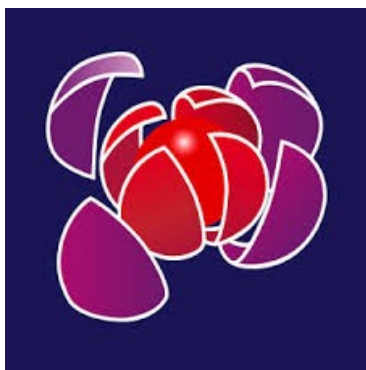
Evernote



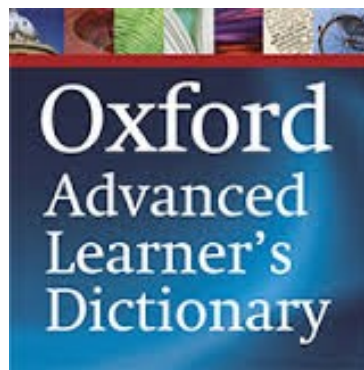
Dragon Dictation

# Apps

## Publisher-produced apps

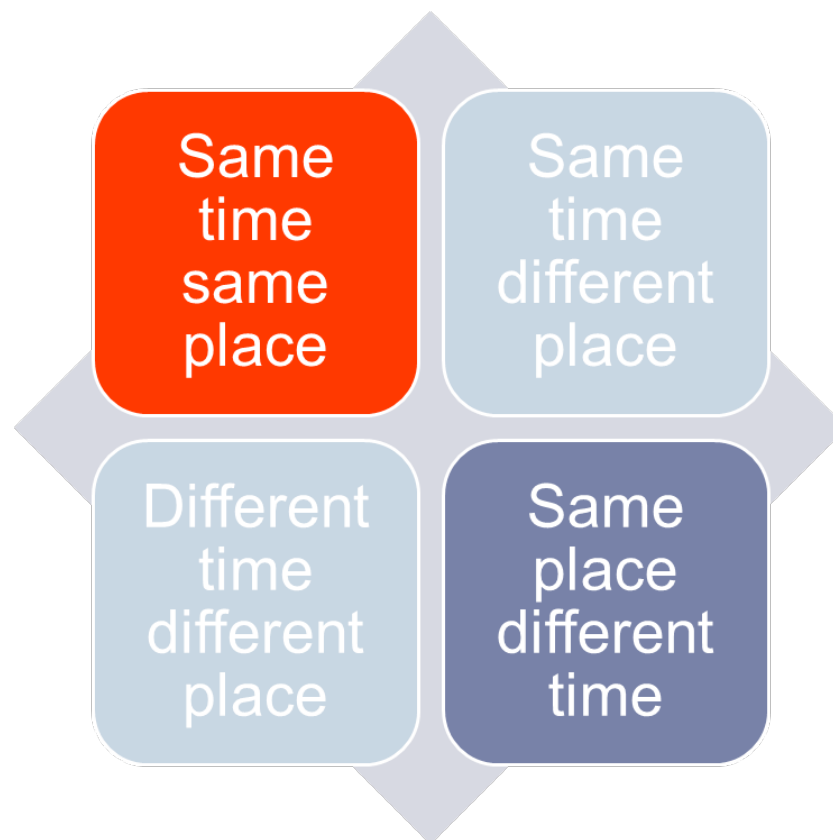


Practical English Usage



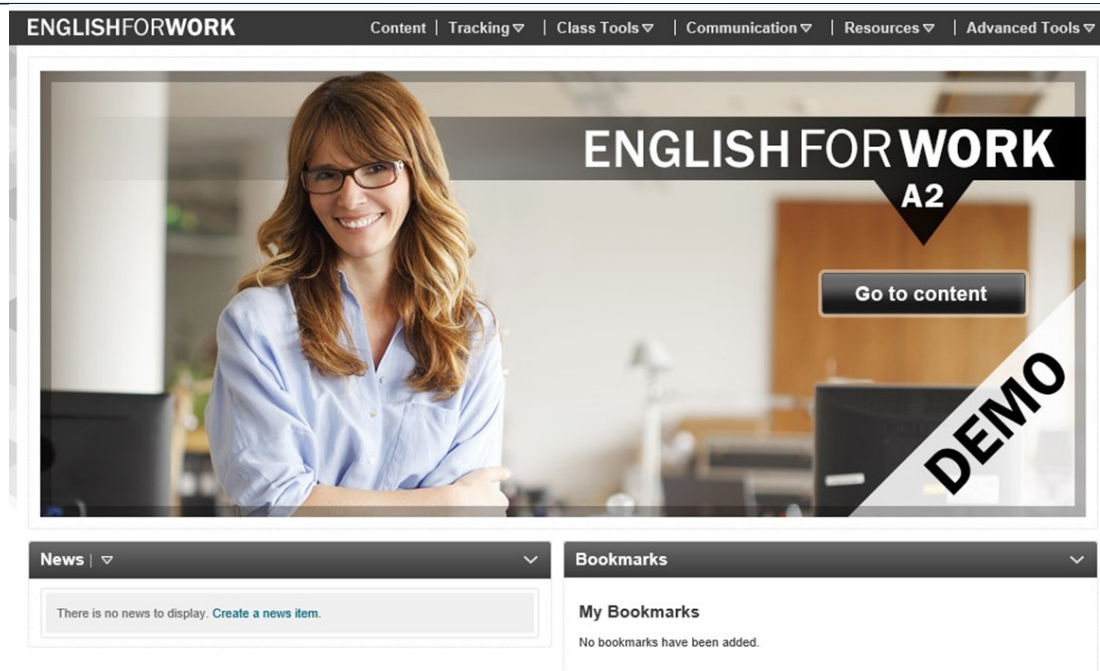
Oxford Advanced  
Learner's Dictionary

# Online learning platforms





# Online learning platforms



Practical and needs-driven, so it helps learners develop the language they need to function effectively at work

# English for Work

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## Each level contains three modules

Telephoning

Socializing

Writing

3 levels available in January 2015 (A2 / B1 / B1+) – more to follow

# English for Work

	Telephoning skills	Writing skills	Socializing skills
<b>A2</b>	Making a call	Writing an email	Making introductions
	Answering a call	Making arrangements	Welcoming a visitor
	Ending a call	Rules and permission	Asking for help
<b>B1</b>	Asking for information	Being formal or informal	Small talk
	Making arrangements	Updates and progress	Invitations
	Leaving messages	Making suggestions	Eating out
<b>B1+</b>	Being polite	Writing about schedules	Socializing in the office
	Dealing with complaints	Writing about the future	Listening actively
	Conference calls	Writing for social media	Difficult situations

# Flexibility of use

Alongside printed coursebooks, flipped classroom setting, completely self-study



# Telephoning A2

## TELEPHONING SKILLS

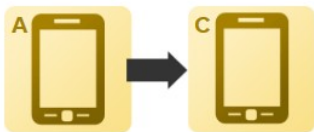
Your Notes

You can call a person on a direct line or extension number. If you do not know the direct number or extension number, you can call their department. For example, Sales, Marketing, Finance, etc. When you call another company you usually talk to the receptionist. They connect you to the person or department you want to talk to.

Tip

Look at the diagrams for A, B, and C. Use them to help you complete the sentences about Paul, Laura, and Ed.

2 of 10



A calls C direct.  
A is the caller.  
C is the receiver.  
C answers the phone.



A calls C's company.  
A is the caller.  
B is the receptionist.  
B puts A through to C.  
C takes A's call.

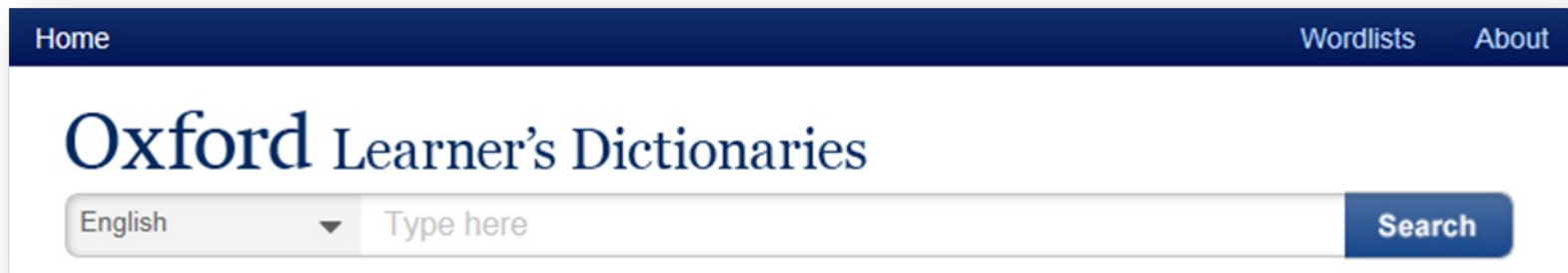
- 1 Paul is the
- 2 Paul   Laura.
- 3 Laura is the
- 4



Making a call  
ENGAGE 2

Automatic marking (All EfW activities are automatically marked, so Ss can check their progress by themselves. This makes the course very suitable for self-study).

## Dictionary look up (link to the Oxford Learner's Dictionaries)



The screenshot shows the top navigation bar of the Oxford Learner's Dictionaries website. It features a dark blue header with the text 'Home' on the left, and 'Wordlists' and 'About' on the right. Below the header, the title 'Oxford Learner's Dictionaries' is displayed in a large, blue, serif font. Underneath the title is a search bar with a dropdown menu set to 'English' and a placeholder text 'Type here'. To the right of the search bar is a blue button with the text 'Search' in white.

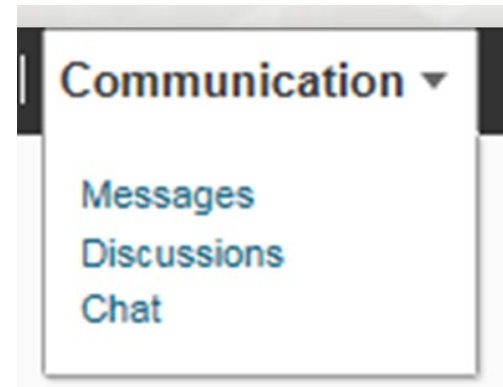
# Gradebook

ENGLISHFORWORK												
<a href="#">Content</a>   <a href="#">Tracking</a> ▾   <a href="#">Class Tools</a> ▾   <a href="#">Communication</a> ▾   <a href="#">Resources</a> ▾   <a href="#">Advanced Tools</a> ▾												
<a href="#">Enter Grades</a>   <a href="#">Manage Grades</a>   <a href="#">Schemes</a>   <a href="#">Setup Wizard</a>											<a href="#">Settings</a> <a href="#">Help</a>	
<input type="button" value="Import"/> <input type="button" value="Export"/> <input type="button" value="More Actions"/> ▾												
View By: <input type="button" value="User"/> ▾ <input type="button" value="Apply"/>											<input type="button" value="Switch to Spreadsheet View"/>	
Search For: <input type="text"/> <input type="button" value="Show Search Options"/>												
<input type="button" value="20"/> ▾ per page												
Last Name	Telephoning Skills										Final Grades	
	Final Calculated Grade	U1 Engage 2	U1 Explore 1	U1 Explore 2	U1 Explore 3	U1 Activate 1	U1 Activate 2	U1 Activate 3	U1 Review 1	Subtotal	Final Calculated Grade	Final Adjusted Grade
istudent31@mailinator.com	- / -	9 / 9	10 / 10	7 / 12	3 / 6	7 / 10	8 / 10	2 / 10	7 / 10	53 / 77	- / -	- / -
istudent32@mailinator.com	- / -	4 / 9	6 / 10	10 / 12	5 / 6	- / 10	- / 10	- / 10	- / 10	25 / 37	- / -	- / -
istudent33@mailinator.com	- / -	9 / 9	10 / 10	12 / 12	6 / 6	10 / 10	10 / 10	10 / 10	10 / 10	77 / 77	- / -	- / -

Gradebook tool (All of the results from the automatically-marked activities are recorded in the Gradebook, which both teachers and students can access).

# Additional features

The screenshot displays the ENGLISHFORWORK interface. At the top, there is a navigation bar with options: Content, Tracking, Class Tools, Communication, Resources, and Advanced Tools. Below this, a search bar is visible. The main content area is titled 'Module 1: Making a call' and includes a 'Settings' icon. Underneath, there are sections for 'Start Date', 'Due Date', and 'End Date', each with an 'Add' button. A 'Release Conditions' section contains 'Create' and 'Browse' buttons. Below that, there are 'Update' and 'Cancel' buttons. A description field is labeled 'Add a description...'. At the bottom of this section, there are 'New', 'Add Activities', and 'Bulk Edit' buttons. The main list area contains several items, each with a dropdown arrow and a checkmark: Engage 1, Engage 2, Explore 1, Explore 2, Explore 3, Activate 1, Activate 2, Activate 3, Review 1, and Review 2. On the left side, there is a sidebar with 'Course Overview', 'Bookmarks', and 'Upcoming Tasks'. Below these is a 'Contents' section with a '10' indicator, and a 'Module 1: Making a call' section with a '10' indicator and an 'Add a module...' input field.



Communicate and collaborate

Assign and manage homework



# Part three Print and digital

---

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Co-existence

Appropriacy

# Scales / dimensions

**Low autonomy**



**Autonomous**

**Low tech knowledge**



**High tech knowledge**

**Offline**



**Online**

**Expert produced**



**Teacher produced**

**Similar needs**

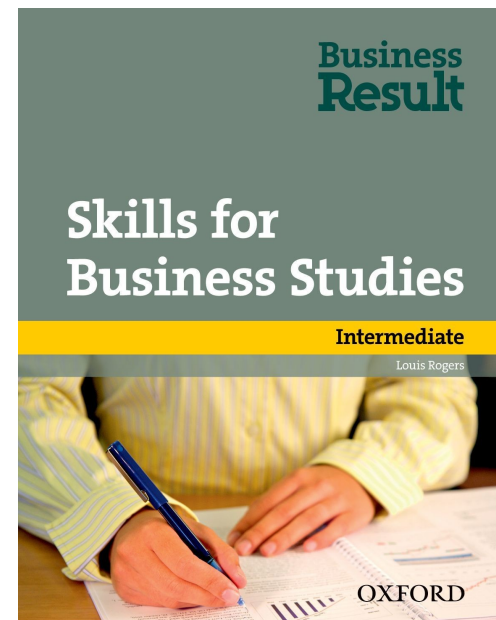
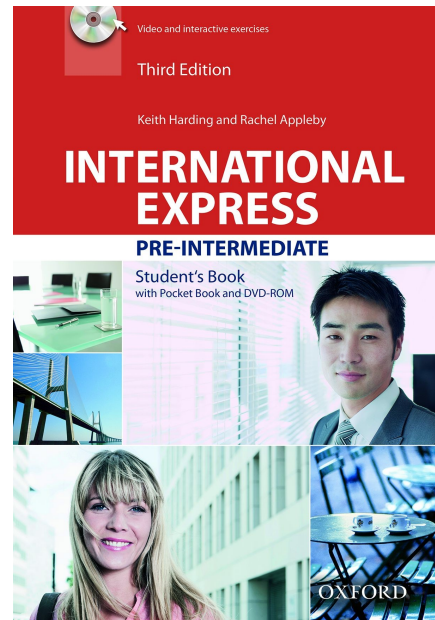
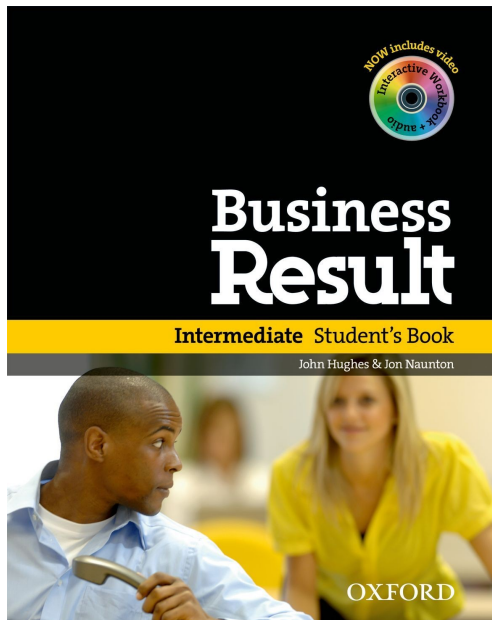


**Different needs**

# 10 Practical ideas

- Grammar
- Vocabulary
- Language skills
- Business skills





Activities move from print to digital, or sometimes vice versa

# Grammar

## Present perfect

### Language at work | Present perfect and past simple

#### 1 Read these extracts from audio 09▶.

- a Up to now, the launch date **has been set** for the 15th of November ...
- b We've **hit** a problem with the handset battery life.
- c He **booked** the venue two weeks ago.
- d I've **already received** offers from various catering companies.
- e I **haven't made** a final choice **yet**.
- f I **sent** you a proposed agenda yesterday.

#### Which of the extracts refer to

- 1 a present situation resulting from a past action – we don't know or say when the action happened? \_\_\_\_
- 2 a finished past action – we know or say when it happened? \_\_\_\_
- 3 something that has or hasn't happened during an unfinished period of time? \_\_\_\_

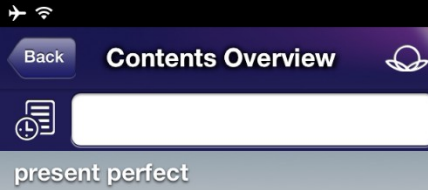
#### Which word in extract d and which word in extract e means that

- 4 something has taken place earlier than expected? \_\_\_\_
- 5 we expect that something will take place? \_\_\_\_

#### 2 Which of these time expressions used when giving an update can we normally use

- 1 with the past simple?
- 2 with the present perfect?
- 3 with either – but under what circumstances? Give examples.

*up to now   so far (this week)   since our last meeting   in the last month  
today   last week   a couple of weeks ago   this morning   yesterday  
to date   just   over the last few months*



455. present perfect (1): basic information



#### 4 finished events: news

We normally use the present perfect to announce news of recent events.

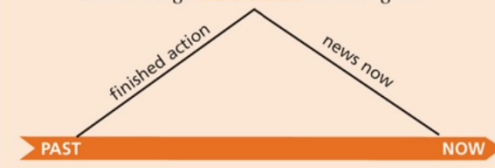
Andy **has won** a big prize!  
Have you heard? Uncle George **has crashed** the car again.

Here are the main points of the news. The pound **has fallen** against the dollar. The Prime Minister **has said** that the government's economic policies are working. The number of unemployed **has reached** five million. There **has been** a fire ...

After announcing news, we usually use the simple past to give more details. (see 456.5).  
Uncle George **has crashed** the car again.  
He **ran** into a tree in High Street.

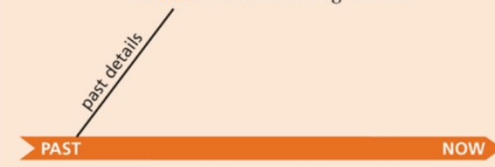
#### present perfect for news

Uncle George **has crashed** the car again.



#### simple past for details

He **ran** into a tree in High Street.



#### 5 time words: ever, before, recently etc

When we talk about finished events with words that mean 'at some/any time up to now' (like *ever, before, never, yet, recently, lately, already*), we normally use the present perfect.  
*Have you ever seen a ghost?*



## When can we meet?

Work in groups of four. Divide your group into Pair A and Pair B.  
Pair A, see below. Pair B, turn to File 13 on page 72.

Pair A

1 Read information 1–3. Complete your calendar below.

1 **KLM FLIGHT SÃO PAULO – FRANKFURT**

DATE: 18TH APRIL  
FLIGHT TIME: 12.00  
RETURN FLIGHT: 23RD APRIL

2 **TDI Annual Sales Conference**

Frankfurt | 20th–22nd April

**Tdi**

3 **Subject: Sales trip**  
**To: Gerard, Igor**

This is to confirm your sales trip to Hungary.  
The dates for your calendar are 8th–11th May.  
Best  
Ricardo

April–May

15	16	17	18	19	20	21
22	23	24	25 <i>Holiday</i>	26	27	28
29	30	1 May	2	3	4	5
6	7	8	9	10	11	12

## Grammar – present continuous as future



09:41 16%

Nov 2014

Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1	2
3	4	5 Guy Fawkes Day	6	7	8	9 Remembrance...
10 The Macmillan...	11	12	13	14	15	16
17	18	19	20	21	22 Farewell Party	23
24	25	26	27	28	29	30 St Andrew's Day
1 Dec	2	3	4	5	6	7

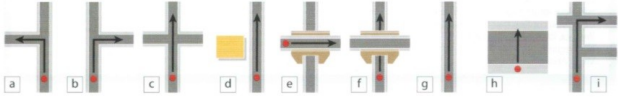
Today Calendars Inbox

Business Result [Starter]

## Functions Giving and getting directions

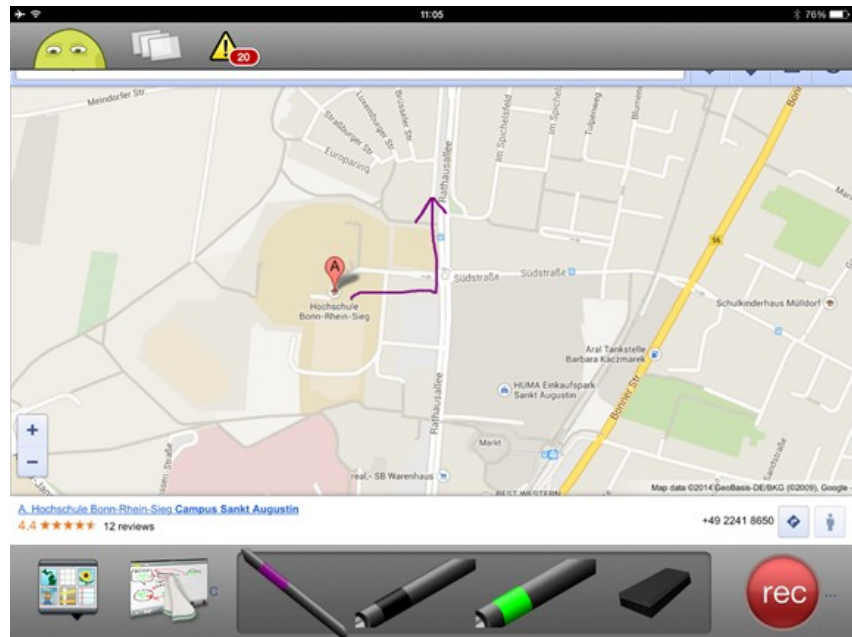
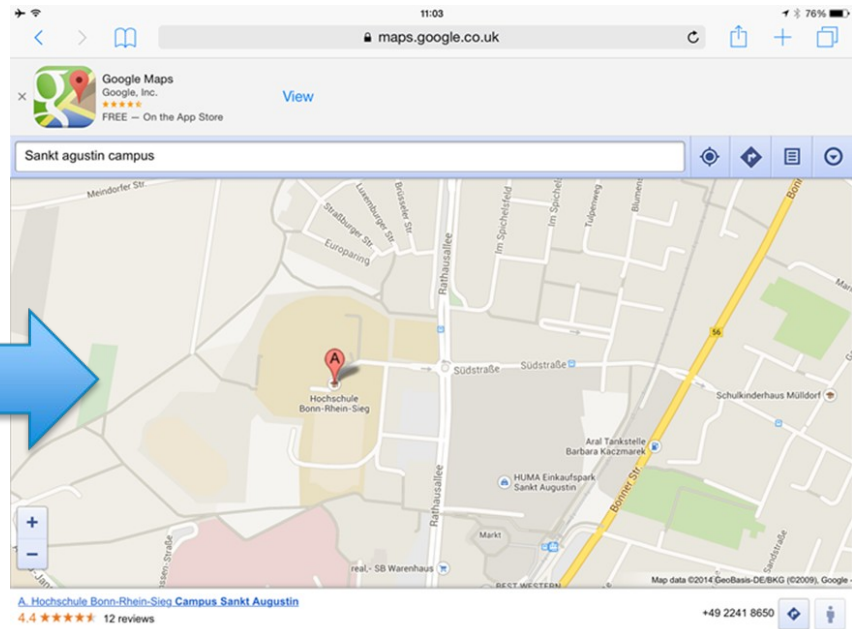
1 Work in pairs. Match the sentences 1-9 with the pictures a-i.

- 1 Continue / Go straight on. \_\_\_\_\_ C
- 2 Cross (over) the road. \_\_\_\_\_
- 3 Go down the road. \_\_\_\_\_
- 4 Go over the bridge. \_\_\_\_\_
- 5 Go past the shop. \_\_\_\_\_
- 6 Go under the bridge. \_\_\_\_\_
- 7 Take the second turning on your right. \_\_\_\_\_
- 8 Turn left. \_\_\_\_\_
- 9 Turn right. \_\_\_\_\_



2 4.6 Look at the map. Listen to four conversations. The people are here ● on the map. Label the places in green that they want to go to.

- 1 railway station
- 2 Rose Hotel
- 3 cinema
- 4 Chinese restaurant

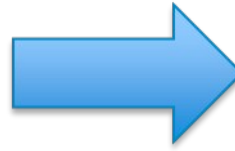


International Express [Elementary]

Function

Giving & getting directions

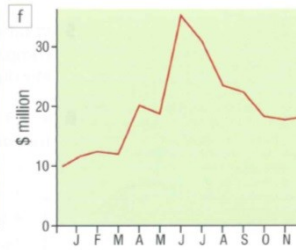
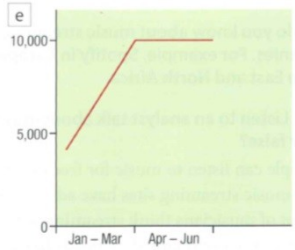
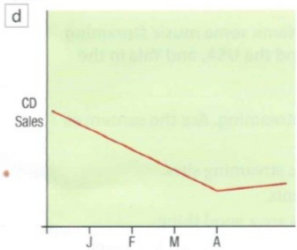
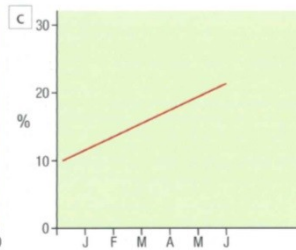
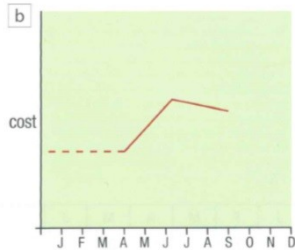
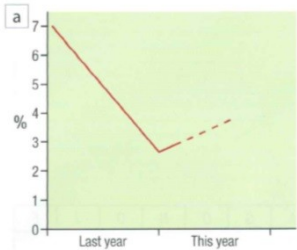
# Language of trends



## Vocabulary Talking about changes and trends

1 Read the facts about the music industry and match them with the correct graphs.

- 1 Music downloads rose sharply in the first quarter, and remained at 10,000 units in the second quarter.
- 2 Sales of CDs fell steadily at the beginning of the year, and then recovered slightly in April.
- 3 Digital single downloads increased by 12% in the first half of the year.
- 4 Company profits peaked at \$34.7 million in June.
- 5 There was a dramatic decrease in unemployment last year from 7% to 2.7%, and then recovered slightly in April.
- 6 There was a rise in production costs between April and June, followed by a slight fall between July and September.



●○○○○ EE 10:19

Today All Missed

Stocks

FTSE 100	6,470.75	+ 21.48
^FTAS	3,475.70	+ 11.58
^FTAI	857.44	- 0.03
AAPL	508.79	+ 7.26
GOOG	1,138.16	+ 4.73
YHOO	35.66	+ 0.76

Show All...

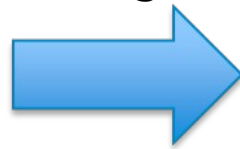
Tomorrow

You have no events scheduled



# Needs analysis Word Cloud

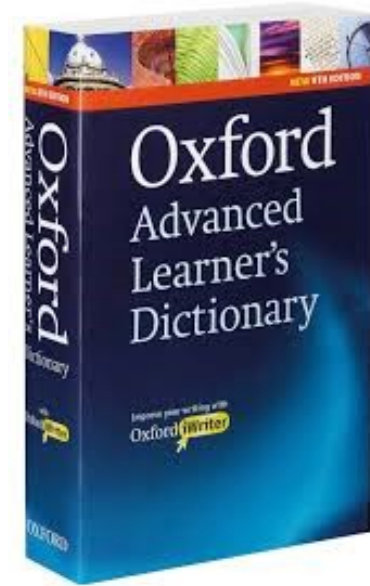
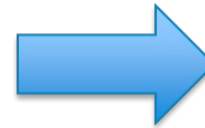
Presentations Presentations Presentations Presentations  
Presentations  
Sales Sales Sales Sales  
Telephoning Telephoning Telephoning  
Meetings Meetings



Tagul

# Which dictionary do you use?

Bilingual learner's dictionary / translator	
Pros	Cons
English-English learner's Dictionary Paperback	
Pros	Cons
CD-ROM	
Pros	Cons
Internet	
Pros	Cons



transport *n.* A < transponder transport *v.* B **trans·port** noun C **MENU** D **transport** E **air/freight/road transport** F (NAMÉ usually **trans·por·ta·tion**) G [U] a system for carrying people or goods from one place to another using vehicles, roads, etc. H **air/freight/road transport** I **the government's transport policy** J **see also public transport** K **12 (BrE)** L (NAMÉ **trans·por·ta·tion**) M [U] a vehicle or method of travel N **Applicants must have their own transport.** O **Transport to and from the airport is included in the price.** P **His bike is his only means of transport.** Q **13 (U) (especially BrE)** R **Transport for London** S (also **trans·por·ta·tion** NAMÉ, BrE) T the activity or business of carrying goods from one place to another using lorries/trucks, trains, etc. U **The goods were damaged during transport.** V **controls on the transport of nuclear waste** W **4 (C) a ship, plane or lorry/truck used for carrying soldiers, supplies, etc. from one place to another** X **5 transports** [pl.] – of sth (literary) strong feelings and emotions Y **to be in transports of delight** Z

Oxford Learner's Dictionaries

English Type here Search

**transport** noun

transport *n.* **1** (especially British English) (North American English usually **transportation**) [uncountable] a system for carrying people or goods from one place to another using vehicles, roads, etc.

- air/freight/road transport
- the government's transport policy
- see also **PUBLIC TRANSPORT**

**2** (British English) (North American English **transportation**) [uncountable] a vehicle or method of travel

- Applicants must have their own transport.
- Transport to and from the airport is included in the price.
- His bike is his only means of transport.

**3** [uncountable] (especially British English) (also **transportation** North American English, British English) the activity or business of carrying goods from one place to another using lorries/trucks, trains, etc.

- The goods were damaged during transport.
- controls on the transport of nuclear waste

**4** [countable] a ship, plane or lorry/truck used for carrying soldiers, supplies, etc. from one place to another

**5 transports** [plural] **transport of something** (literary) strong feelings and emotions

- to be in transports of delight

# Logistics

## Business Result [Int]

# Vocabulary

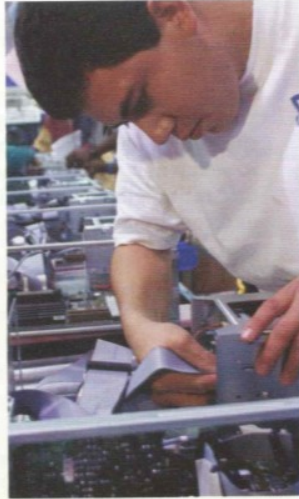
### Working with words | Logistics and supply chains

- 1 How long would you expect to wait for a new computer after ordering it?
- 2 Read this article and answer questions 1–2.
  - 1 How does Dell do business differently from other companies?
  - 2 How does this affect its suppliers?

### Dell does it differently

Conventional **manufacturers** have to keep supplies of **raw materials** in order to produce their goods. Ordinary **retailers** too, have to keep the appropriate stock levels to satisfy their **clients'** needs. Enormous sums of money are tied up in this **inventory**. By contrast, Dell only builds once it has received an order and delivery takes on average seven to ten working days from the date the order is placed. By dealing directly with consumers through mailshots, advertisements, and the Internet, it bypasses

**distributors** and shopkeepers. And Dell's performance is truly breathtaking: its factories construct 80,000 machines per day and it can operate without **warehouses**. When an order is placed, the firm orders **components** from their **suppliers**. In addition, suppliers are expected to give credit even though Dell is paid in advance. This means that Dell has already been paid by its customers before it has to pay its own bills. Everything is so **streamlined** that it demands expert logistics and management of the **supply chain**.



- 3 Match the words in bold from the text in 2 to definitions 1–11.

- 1 people who sell products to the public: \_\_\_\_\_
- 2 stock: \_\_\_\_\_
- 3 the place where goods are stored: \_\_\_\_\_
- 4 parts you need to construct something: \_\_\_\_\_
- 5 designed for optimal efficiency: \_\_\_\_\_
- 6 the series of processes and companies involved in making and selling a product: \_\_\_\_\_
- 7 customers: \_\_\_\_\_
- 8 the 'middleman' between the manufacturer and retailer: \_\_\_\_\_
- 9 providers of goods: \_\_\_\_\_
- 10 producers: \_\_\_\_\_
- 11 the basic substances used to make something: \_\_\_\_\_

Streamlined	Stock	Parts you need to construct something	Inventory
Manufacturers	Components	Clients	Designed for optimal efficiency
Producers	Customers		



Quizlet

# Listening

## Business Result Intermediate

Welcome, Pete.

Exercises & Tests

Email

Phrasebank

Phrasebook

Glossary

Audio

Video

Unit 1

Video ▶

Exercise 1

Exercise 2

Unit 2

Unit 3

Unit 4

Unit 5

Unit 6

Unit 7

Unit 8

Unit 9

Unit 10

Unit 11

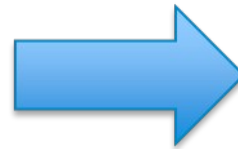
Unit 12

Unit 13

Unit 14



[www.oup.com/elt/result](http://www.oup.com/elt/result)



VIDEO

### Speed networking

#### Background

#### Need more good contacts? Contact25 thinks it has the answer

Networking is increasingly important for individuals and companies who want to succeed in the world of international business. Contact25 organizes business-to-business speed networking events. At these events, participants have a series of mini-meetings with new contacts. The idea is that within a few minutes of talking to someone, they will know whether it is possible to do business with them. This makes it a very efficient form of business networking – by meeting lots of people, you have more chance of meeting ideal contacts for your business.

How does it work? Each meeting lasts

5 minutes. You have:

- 2 minutes to talk about your company / organization
- 2 minutes to talk about your partner's company / organization
- 30 seconds to score your partner, and note down future action
- 30 seconds to move on to the next meeting.

Speed networking is proving to be a good solution for many businesses who simply want to get results. Contact25 estimates that each attendee creates €5,000 worth of new business per event. So it seems that speed networking is simple, effective, and generates results.

#### Discussion

- 1 Why is networking important?
- 2 What are the advantages and disadvantages of speed networking?
- 3 Contact25 is thinking of going international. How could they make international speed networking possible?

The 'flipped classroom'

# Reading

## 14 Culture

**Learning objectives in this unit**

- Talking about cultural differences
- Narrating past events
- Giving explanations
- Talking about films, TV and books
- Talking about past events using past continuous, past simple and past perfect

**Case study**

- Investigating an intercultural communication problem

**Starting point**

- 1 A common piece of advice to people travelling to another country is 'When in Rome, do as the Romans do'. What does this expression mean?
- 2 How much do you change your behaviour if you visit another country for work? Or as a tourist? Why?

### Working with words | Cultural differences

1 If you do business with a different culture, what is it useful to know about that culture? Read the text and compare your ideas.

### Working across cultures

Professor Geert Hofstede of the Netherlands conducted a study of how values in the workplace are influenced by culture. His research, based on a large database of employees' values collected by IBM, covers 74 countries and regions.

Working, entertaining, negotiating and corresponding with colleagues from different cultures can be quite difficult. One misunderstanding could have a negative effect on months of work. Understanding intercultural differences can help communication with colleagues from other cultures. According to Hofstede, if we compare the key factors in our own culture with those in another culture, we can predict possible difficulties.

**Hierarchical or egalitarian?**  
Some cultures, like Malaysia and Indonesia, are **hierarchical** with a caste or class system; and there is often a big difference in wealth between individuals. At work, employees respect authority, don't usually take responsibility and have a **formal** relationship with their manager. Other cultures, like Australia and Denmark, are more **liberal** and **egalitarian**. Managers give their employees

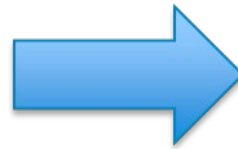
responsibility and often socialize with them.

**Individualistic or collectivist?**  
Individualistic cultures, such as the US and the Netherlands, think that individual rights and freedom of speech are important. Personal goals, choices and achievements are encouraged. In more **collectivist** cultures, such as Korea and Colombia, this self-centred approach is discouraged. The group, such as the family, has a big influence on people's lives and is often seen as more important than business. Companies have a strong work group mentality and praise is given to teams rather than individuals.

**Masculine or feminine?**  
In 'masculine' societies, like Brazil and Mexico, the male dominates the power structure. Competitiveness and assertiveness are encouraged, and the accumulation of wealth

is important. Many employees 'live to work' and take short holidays. In 'feminine' societies, such as Sweden and Finland, family, personal relationships, and quality of life are more important. Conflicts are resolved through negotiation, and people 'work to live', enjoying longer holidays and flexible working hours.

**Cautious or risk-taking?**  
Some cultures, especially those with a long history such as Greece and Portugal, are quite **cautious**. They often have religious backgrounds and resist new ideas. At work, people prefer to follow **strict** rules and do things as they always have been done. Other cultures, like Jamaica and Singapore, often have a younger history and are willing to take risks. They are more **open** to new ideas, are less **accepting** of rules and regulations, and are more likely to welcome change.



Flipboard

Flipboard Account  
Tap to create or sign in...

Cover Stories  
by Russell Stannard  
THE TELEGRAPH  
MARRIAGE CONSTANT IN INDIA & MORE

Facebook  
Hahaha! People often worry that FB knows too much about them. I've just watched my FB movie and thought it was ridiculous. Almost none of the people who are my...  
Petra Pointner

Twitter  
The Tweeted Times - personal newspaper generated from your Twitter account  
tweetedtimes.com

Technology  
Rose Gold and Black Samsung Galaxy S4 LTE-A Launched In South Korea  
geeky-gadgets.com

News  
Photography  
Business  
Travel

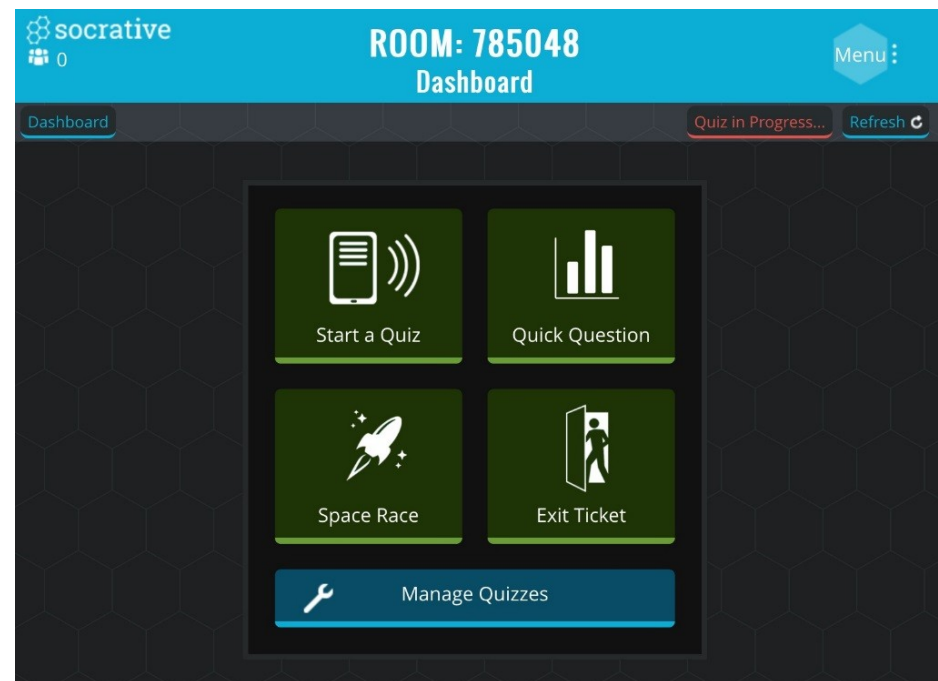
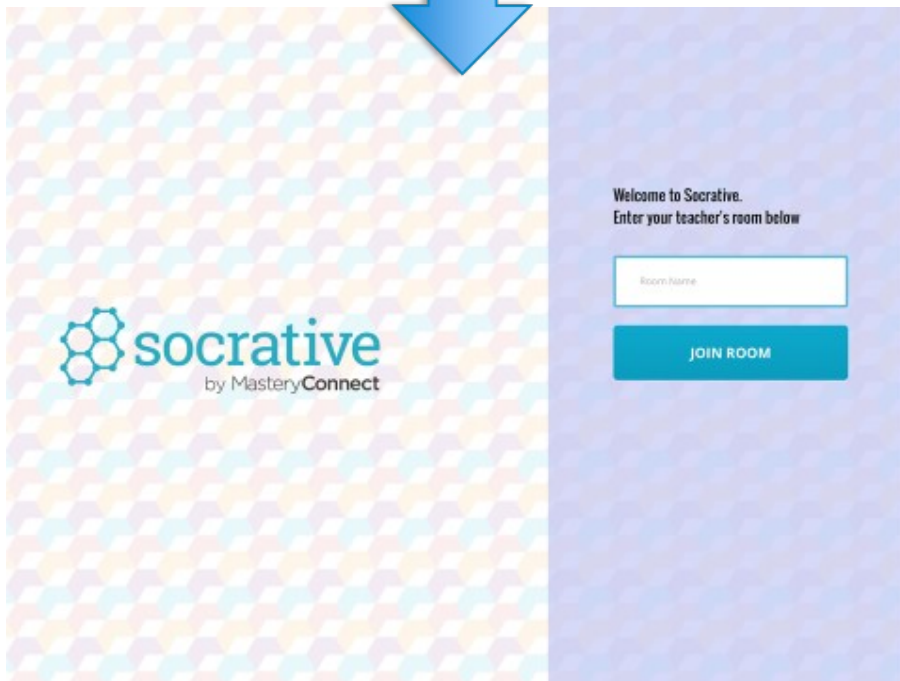
Page 1 of 2 Edit

# Speaking

**10** Work in small groups. Discuss whether you would support or oppose the following changes and how you would feel about them. Use the words / phrases in **8**.

- a rise in taxation to support environmental initiatives (e.g. higher air passenger tax)
- compulsory car-sharing (e.g. several families / people own a car together)

Business Result [Upper Int]



## B | Writing practice

Rewrite thesis statements 1–3 so that the meaning is the same but the words are different.

- 1 There are a number of different strategies that can be used to make an effective decision.

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- 2 The traditional office space is unlikely to exist in a few years.

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- 3 Sharing control is an effective approach a company can use to continue its growth and development.

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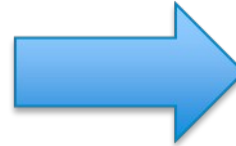
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## Research task

Research another decision-making model and answer the questions.

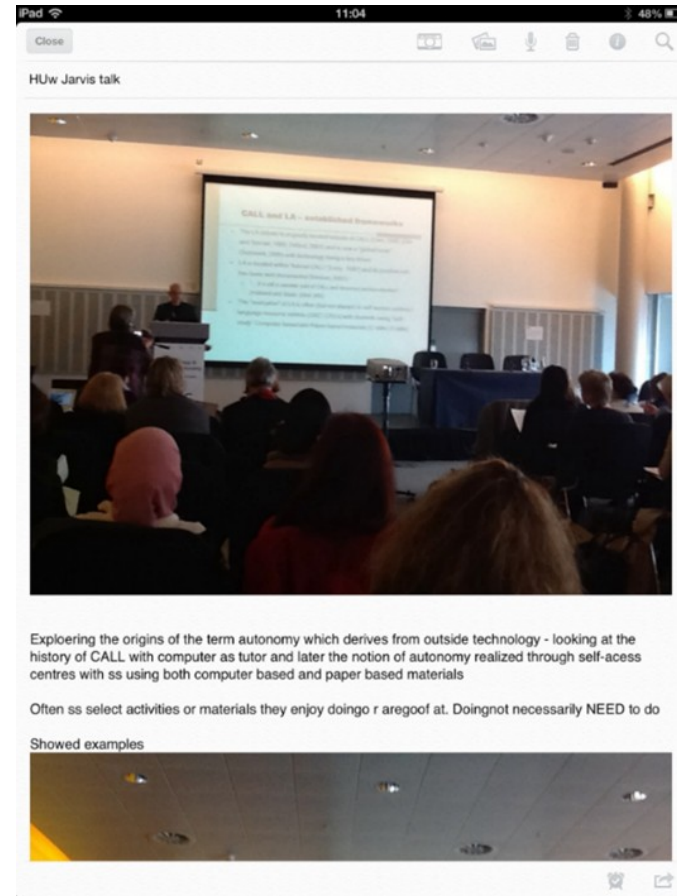
- Does this decision-making model claim to be the 'best' method for making a decision?
- How does it compare to the decision-making model in this unit?
- Which model, the one you have researched or the one in this unit, do you think is a better model? Why?

## Unit 11 | Decision making



WIKIPEDIA  
The Free Encyclopedia

# Writing



## Practically speaking | How to start and end phone calls

### 1 Complete phrases a–f below. Which ones can you use to

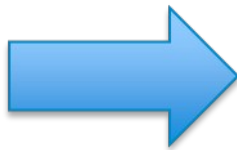
- 1 start a call? \_\_\_\_      2 end a call? \_\_\_\_
- a I'm returning your \_\_\_\_      c \_\_\_\_'s (name) here.      e What can I \_\_\_\_ for you?
- b Thanks \_\_\_\_ your help.      d \_\_\_\_ for calling.      f I'm \_\_\_\_ about / for / to ...

### 2 Work with a partner. Have three phone calls using phrases from 1.

- You want to know the time of a meeting tomorrow.
- You want an expenses authorization form.
- You are calling someone back with information about your holiday dates.

# Telephoning

## Business Result [Int]



ENGLISHFORWORK      Content | Tracking ▾ | Class Tools ▾ | Communication ▾ | Resources ▾ | Advanced Tools ▾

Contents > Module 1: Making a call > Engage 2

Engage 2

TELEPHONING SKILLS

+ add new note      Untitled note 1      OPTIONS  
last edited: 30/09/2014

send all  
print all  
erase all  
save all

Characters left: 635

Tip      2 of 10

Look at the diagrams for A, B and C. Use them to help you complete the sentences about Paul, Laura, and Ed.

A → C      A → B → C

A calls C direct.      C is the receiver.      A calls C's company.      B is the receptionist.      C takes A's call.  
A is the caller.      C answers the phone.      B puts A through to C.

1 Paul is the .

Making a call  
ENGAGE 2