

Introductions

'James Bond, Universal Exports.'
Sean Connery, British actor, in From Russia With Love

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to be

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wh- questions

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STARTING UP

- A** Work in pairs. Complete the sentences below with words from the box. There are two words you do not need.

from I'm my name's she you

- Emma. Emma Schneider, from Habermos in Hamburg.
- Good morning. name's Shi Jiabao.
- My Akim, by the way. Akim Anyukov.
- How do you do. I'm Nuria Sosa, RTA Seguros.

- B**  CD1.1–1.4 Now listen to the four businesspeople (1–4) introducing themselves. Check your answers to Exercise A. Match the speakers to their business cards (A–D) on page 7.

- C**  CD1.1–1.4 Listen again. Where is each speaker? Choose from the following places.

- a) on the phone b) in a hotel c) at a conference d) at the airport

- D** Talk about yourself.

Hello. My name's I'm from

A

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E CD1.5 Listen to these letters and practise saying them.

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

F CD1.6 Listen and write the words that are spelled.

1 2 3 4

G **Work in pairs. Spell the names of some people.**

Student A: Turn to page 130. Student B: Turn to page 136.

VOCABULARY
Nationalities

A **Complete the chart of countries and nationalities below using the words from the box. Add other countries and nationalities.**

Brazilian Polish Germany Kuwaiti French Oman
Italian Spain Russia Turkey Japanese Swedish
China Greece British American Indian Mexican Korean

Country	Nationality
	-an
Brazil	Brazilian
Germany	German
India
Mexico
Italy
.....	Russian
Korea
	-ese
Japan
.....	Chinese
	-i
Kuwait
.....	Omani

Country	Nationality
	-ish
Poland
.....	Spanish
Sweden
.....	Turkish
	others
France
.....	Greek
the UK
the USA

B CD1.7 Listen and check your answers to Exercise A.

C Work in pairs. Ask and answer questions about the nationality of the companies from the box below.

Student A: Turn to page 132.

Student B: Turn to page 138.

A: *Is Sony Japanese?*

B: *Yes, it is. Is Chanel Swedish?*

A: *No, it isn't. It's French.*

Sony Chanel Ikea Zara Prada Gazprom Michelin Mercedes
McDonald's Samsung Petrobras Tesco Tata Group Telcel



See the DVD-ROM for the i-Glossary.

D What are the most famous companies in the world, in your opinion? What is their nationality?

LISTENING

Meeting business contacts



Jeremy Keeley

Watch the interview on the DVD-ROM.

A **CD1.8** Jeremy Keeley is a consultant. Listen to him introducing himself in the first part of the interview and decide whether these statements are true (T) or false (F). Correct the false ones.

- 1 He lives in London.
- 2 He has three very young children.
- 3 He runs his own business.
- 4 His business works for organisations across the USA and Asia.
- 5 He helps leaders become better leaders.
- 6 He always shakes hands when he meets people.

B **CD1.9** Listen to the second part. Complete what Jeremy says about meeting new business contacts and exchanging business cards.

I usually say, 'Hello,¹ are you?', '.....² do you come from?', '.....³ do you do?'. I usually find out⁴'s important to them,⁵ they're there. I usually wait until they've asked me a question before I talk too much about myself.

I usually⁶ until the person I'm meeting⁷ me a business card before I offer them mine, so we'll⁸ them at that point.

C In business, when do you:

- shake hands?
- kiss?
- bow?
- exchange business cards?

READING

Angela Ahrendts

A Read this article. Then complete the chart below.

From small town to global leader

Angela Ahrendts is the American CEO* of Burberry, the \$2.2 billion fashion company. Burberry is one of the biggest luxury brands in the world. The headquarters of this British company are in London, and it has more than 270 stores in 80 countries.

Fifty-year-old Ahrendts is from a small town in Indiana. She is married to Greg, her high-school sweetheart. They have a son (15) and two daughters (14 and 11). Their son, Jennings, dreams of being a rock star. The children are at an American international school in London.

Ahrendts is always elegant. Most days she wears Burberry – usually something from its Prorsum range.

She usually gets up around 4.30. 'I need a quiet time in the morning to answer e-mails,' she explains. On days when Ahrendts is in London, she often has back-to-back meetings for 10 hours. She keeps going by drinking six Diet Cokes a day. She travels on business one week a month, but tries to get home for weekends.

Family is important for Ahrendts. 'I'm at work or with my family. I don't have time for other things.' When she is not working, she likes to eat a takeaway pizza with her children or play basketball with them. Ahrendts and the family go back to Indiana for holidays several times a year. 'We want our children to stay in contact with their cousins,' she says.



* A CEO (chief executive officer) is the person with most authority in a company.

Angela Ahrendts	
Age	50
Job	
Nationality	
Family	
Interests outside work	

B Decide whether these statements are true (T) or false (F). Correct the false ones.

- Burberry is an American company. *F (It's a British company.)*
- Burberry is a global fashion company.
- All Ahrendts's children are teenagers.
- They are at school in America.
- Most mornings, Ahrendts is up before 5 a.m.
- She is away on business most weeks.
- She has a lot of interests outside work.
- For Ahrendts, keeping in contact with relatives is important.

C Work in pairs. Write five questions about Angela Ahrendts and Burberry.

Is Angela married?
Where is she from?

D Now work with a different partner. Close your books and ask each other your questions from Exercise C. See who can remember the most answers!

LANGUAGE FOCUS 1

to be

We often use the verb *to be* to describe people.

Angela Ahrendts **is** CEO of Burberry. She **is** American. She **is** married.

I	am	(I'm)	Spanish.
You		(You're)	
We	are	(We're)	
They		(They're)	
He		(He's)	
She	is	(She's)	
It		(It's)	

I	am not	(I'm not)	Italian.
You		(You aren't)	
We	are not	(We aren't)	
They		(They aren't)	
He		(He isn't)	
She	is not	(She isn't)	
It		(It isn't)	

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A Complete this information about Maristella with short forms of the verb *to be*.

My name's.....¹ Maristella. I.....² Brazilian and I.....³ from São Paulo. I.....⁴ a research analyst for an investment bank in New York. I.....⁵ married with two children, a boy and a girl. They.....⁶ at high school in Scarsdale. My husband.....⁷ American and he.....⁸ a doctor. My sister.....⁹ in New York, too. She.....¹⁰ a student at Columbia University. We.....¹¹ all interested in sports and movies. My son.....¹² a good tennis player.

B CD1.10 Listen and check your answers.

C Complete this chart about yourself. Then introduce yourself to a partner.

1 Name	4 Nationality
2 Job <i>I'm a(n)</i>	5 Interests
3 City <i>I'm from</i>	6 Favourite sports

D Now write a paragraph about your partner. Use the text in Exercise A as a model.

My partner's name is ...

E Complete these sentences with negative forms of *to be*.

- She's Russian, but *she isn't* from Moscow.
- They're Japanese, but from Tokyo.
- He's German, but from Munich.
- I'm in sales, but the manager.
- The office is in Paris, but in the centre.
- Her name is Sophia, but Italian.

F Match the questions and answers about Sergio.

- | | |
|----------------------------|--|
| 1 Are you Spanish? | a) No, I'm a marketing manager. |
| 2 Are you a sales manager? | b) No, she's Mexican. |
| 3 Are you married? | c) No, I'm Italian. |
| 4 Is your wife a manager? | d) No, she's a lawyer. |
| 5 Is she Italian? | e) Yes, I am. That's a picture of my wife. |

G Work in pairs. Ask and answer questions about Maristella in Exercise A.

A: *Is Maristella American?*

B: *No, she isn't. She's Brazilian.*

LANGUAGE FOCUS 2

**a/an with jobs;
wh- questions**

- We use *a* before words beginning with a consonant sound (e.g. *b, c*, etc.):
a receptionist
- We use *an* before words beginning with a vowel sound (e.g. *a, e*, etc.):
an architect
- We do not use *a* or *an* with plural nouns:
They are architects.
- We use question words such as *what, who* and *where* to ask for information:
'What's your job?' 'I'm a lawyer.' (NOT *I'm lawyer.*)
'What's your wife's job?' 'She's an engineer.'
'Where's your office?' 'It's in New York.'
'Who's your boss?' 'Julio Cerdón.'
'Where are you from?' 'I'm Russian.' / *'Where's he from?' 'He's Spanish.'*

➔ page 145

A Write the correct article (a/an) for each job.

accountant architect artist cashier consultant director doctor
engineer executive journalist lawyer manager office worker
optician personal assistant (PA) pilot receptionist research analyst
sales assistant technician telephone operator trainee

B Work in pairs. Talk about your job and the jobs of your family and friends.

I'm a sales manager. My husband/wife/partner is a doctor. My brother is an engineer. My sister is a housewife. My friend is an architect.

C  **CD1.11–1.13 Listen to three people talking about their jobs and complete this chart.**

	Pierre	Gustavo	Silvia
1 What is his/her job?		a lawyer	
2 Where is he/she from?	Switzerland		
3 Where is his/her office?	Singapore		Rome
4 What does his/her partner do?		a journalist	a househusband

D Work in pairs. Ask and answer questions about the three people in Exercise C.

SKILLS

Introducing yourself and others



Watch the conversations on the DVD-ROM.

A CD1.14–1.16 Listen to three conversations. Decide whether these statements are true (T) or false (F). Correct the false ones.

- CD 1.14 **1** Jim Davis works in the advertising department.
2 Paula will be an intern in the company for three weeks.
- CD 1.15 **3** Lucy Collins works in finance.
4 Jonathan Ross is Jenny Bradshaw's assistant.
- CD 1.16 **5** Jeff and Susan work for different companies.
6 Jeff's boss is Richard Mason.

B CD1.14–1.16 Listen again and complete these extracts. Use the Useful language box below to help you.

- CD 1.14 **Bob:** Hello, Jim.¹ is our new intern, Paula Atkins.
Jim:² to meet you, Paula.
- CD 1.15 **Lucy:** Good morning. My³ Lucy Collins. I'm a finance director. I work for a supermarket group.
Jenny: Hello, I'm Jenny Bradshaw. I'm a⁴ of public relations. I work for a big media company.
Lucy: How do you⁵?
Jenny: Nice to meet you.
Lucy: Let me⁶ you to my⁷, Jonathan Ross. He's my assistant.
Jonathan:⁸ to meet you, Jenny.
- CD 1.16 **Jeff:** Hi, I'm Jeff. I'm⁹ Sales.
Susan: Hi, Jeff, I'm Susan. I¹⁰ in Human Resources.
Jeff: How are things¹¹ in your department?
Susan: Pretty good. I enjoy my work. My¹² are really nice, and I like my boss.

C Work in pairs or groups of three. Look at the audio scripts of the conversations on pages 158–159. Choose a conversation and practise it.

D Work in pairs. You meet over breakfast in a hotel where a business conference is being held. You do not know each other. Role-play the situation. Use phrases from the Useful language box to help you.

Student A: Turn to page 134.

Student B: Turn to page 140.

USEFUL LANGUAGE

INTRODUCING PEOPLE

I'm ... / My name's ...
 I work for ...
 This is ...
 He's/She's in sales / with Nokia.

ASKING QUESTIONS

Where are you from?
 What's the reason for your visit?
 How's your business doing?
 What's the weather like in your country?
 Where are you staying?
 What's your hotel like?

OFFERING A DRINK

Would you like a drink?
 How about a cup of tea / a coffee?
 Another drink?

REPLYING

I'm from ...
 The weather's (quite) good/hot/cold in my country.
 I'm staying at [name of hotel].
 I'm here to [reason for visit].
 The room is [describe the room].
 We're doing OK / quite well / very well.

Thanks very much. I'd love one.
 Yes, please. / No, thanks.

GREETINGS

How do you do?
 Pleased to meet you.
 Nice to meet you.
 Good to see you again.

SAYING GOODBYE

See you later.
 Nice talking to you.
 Have a good day.

A job fair in Singapore

1

A film company is looking for a sales assistant

TREADLIGHT
FILM

Background

You and a colleague work for the Treadlight Film Company, a television production company. You are both at a job fair in Singapore. You want to find an assistant for your sales manager in Singapore. On a website, you read information about three young people at the fair looking for a job in sales. Read about them, then do the task below.

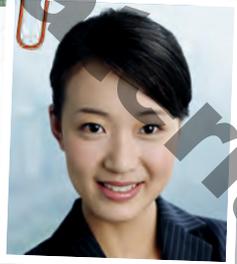


Jenny Wong

Age: 20 **Born:** Taiwan
Education: high-school certificate
Work experience: sales assistant in bookshop
Languages: fluent Chinese, basic knowledge of English
Personality/appearance: elegant, friendly
Interests: music, international cinema

Cindy Tan

Age: 21
Born: Hong Kong
Education: university graduate (geography)
Work experience: –
Languages: fluent Chinese, good standard of English
Personality/appearance: well-dressed, confident
Interests: conversation, people



David Chong

Age: 24
Born: Singapore
Education: university graduate (computing)
Work experience: website designer
Languages: fluent Chinese and English
Personality/appearance: serious, hard-working
Interests: computer games, karate



Task

Work in pairs.

- 1 Talk about the people in the profiles.

Jenny Wong is from Taiwan.

She isn't a university graduate.

Cindy Tan has no work experience.

David Chong is interested in computer games.

- 2 Imagine you have time to talk to only one of the candidates. Decide which person you want to meet.

A: I'd like to talk to because

B: I agree / don't agree. I think

- 3 You meet at the job fair and talk about the sales position.

Student A

You are a director of Treadlight Film Company. Ask the job seeker questions based on these prompts:

- Where / you come / from?
- Why / you want / job?
- What / your best quality?
- What / your favourite film or television programme?
- Why / you like the film / television programme?

Student B

You are a job seeker. Think of answers to Student A's questions.

Writing

Write an e-mail to your boss about the person you talked to at the conference.

→ Writing file page 126

Hi Bob,

I met an interesting person at a conference in Singapore. Here is some information about him/her ...

Case study