## TABLE OF CONTENTS

	GRAMMAR				
Unit 1	Company structure	7			
Unit 2	The Present tenses.  Describing trends	23			
Unit 3 Unit 4	The Past tenses (simple).  Business Correspondence and Telephoning The Past tenses (continuous), used to.  Money and Finance The Future (all forms), modal verbs.	45 65			
			Unit 5 Unit 6	Advertising	85
				Comparatives and Superlatives, relative clauses.  Digital Marketing and E-commerce	107
				Passive voice, causative verbs.	107
			Unit 7	Negotiating and Meetings	129
If clauses, hypothesising, I wish / if only.					
Unit 8	Human Resources	151			
	Reported speech.				
Unit 9	Getting a job Verbs ing / to.	167			
	TOPICS AND FUNCTIONS				
Unit 1	Company structure	7			
	Company organisation. Analysing organigrams, describing companies, putting up an				
	on-line profile.				
Unit 2	Describing trends	23			
	Sales trends. Analysing and describing graphs, presenting economic data, writing a company story.				
Unit 3	Business Correspondence and Telephoning	45			
cinto	Professional communication. Writing letters and emails, telephone language.				
Unit 4	Money and Finance	65			
	Banks and financial institutions in the UK. Presenting a Profit and Loss Account,				
	speaking about a company's future plans.				
Unit 5	Advertising	85			
	Logos and Trademarks. Managing advertising communication. Creating a company				
Unit 6	logo.  Digital Marketing and E-commerce	107			
Cant o	The evolution of marketing. Creating a digital marketing campaign, writing reports.	107			
Unit 7	Negotiating and Meetings	129			
	The win-win versus the win-lose approach. Analysing positions and interests. Nego-				
	tiation language.				
Unit 8 Unit 9	Human Resources	151			
	HR activities. Staff motivation and company perks. Writing a proposal, answering				
	job interview questions.  Getting a Job	167			
Unit 9	Different CV formats and tips on writing a CV. Writing cover letters.	10/			
	· · · · · · · · · · · · · · ·				