

3.2 Vocabulary Logistics

Discussion (page 38, Exercise 1)

1c) according to a study by the Cardiff Business School

2a)

3c) according to an advertisement for shipping company P&O

4c)

5c) according to industry analysts and academics

8.4 Management skills Leading the team

Roleplay (page 107, Exercise 6)

Students D and E

Meeting 1

Express your own opinions and feelings on who would be Mile High's best partner in North America. Make sure that your talents are recognized and that you are assigned the most interesting tasks.

Meeting 2

Express your own opinions and feelings on the most exciting and innovative way to promote Mile High in Australia, New Zealand and South Africa. Make sure that your talents are recognized and that you are assigned the most interesting tasks.

Meeting 3

Express your own opinions and feelings on the most effective media to advertise Mile High in the UK. Make sure that your talents are recognized and that you are assigned the most interesting tasks.

5.3 Grammar Prepositions

Speaking (page 67, Exercise 7)

Student B

You are the Marketing Director, Dimitri Karras and you are in a difficult position because of the failure of the North American marketing operation. The Production Department insisted on launching the software before it had been tested properly so it turned out there were bugs in it and no one had calculated that the heat of California would cause the software to malfunction. On top of this, the Regional Marketing Negotiator totally lacked the vision to develop a coherent marketing strategy or to come up with any ideas for addressing the problems. During the meeting you need to defend yourself and explain why you think you have been let down by the Production Department. Write the following complex prepositions on pieces of paper. Each time you use one, put the piece of paper on the table. The first person to use all their prepositions wins.

owing to with a view to in line with as a result of
prior to

7.3 Grammar Inversion and emphasis Negotiation (page 93, Exercise 8)

Group C

You manage a medium-sized investment portfolio in commodities. You want to grow your business and attract a significant body of new clients in a different investment area. By far the quickest and most effective way of doing this is to enter into an alliance with an investment management company which specializes in a different area. You have narrowed the field down to two companies: A, which deals in real estate, and B, which specializes in stocks and shares. In the current investment climate, you have good reason to believe that each of these groups also wants to diversify and form an alliance. Antitrust laws forbid alliances between more than two groups. Use the information below to prepare your arguments to persuade the other two groups that you are the best company to form an alliance with.

Consider:

- how long the company has been established
- its corporate structure and ownership
- how large its client base is
- where in the world the company mainly operates
- any strategic plans for the future regarding geographical expansion; number of employees
- recent operating profits
- proportion of the company's budget spent on research.

2.2 Vocabulary Corporate social responsibility

Discussion (page 24, Exercise 2)

“ The business of business should not be about money, it should be about responsibility. It should be about public good, not private greed. ”

1 ANITA RODDICK, FOUNDER OF THE BODY SHOP

“ CSR has built-in incentives for hypocrisy because when businesses face a conflict between making money and social responsibility, making money tends to prevail. ”

2 GEORGE SOROS, ENTREPRENEUR AND PHILANTHROPIST

“ Ethics is the new competitive environment. ”

2 PETER ROBINSON, CEO MOUNTAIN EQUIPMENT CO-OP

“ People are going to want, and be able, to find out about the citizenship of a brand, whether it is doing the right things socially, economically and environmentally. ”

4 MIKE CLASPER, PRESIDENT OF BUSINESS DEVELOPMENT, PROCTOR AND GAMBLE (EUROPE)

“ There is one and only one social responsibility of business – to use its resources and engage in activities designed to increase its profits so long as it stays within the rules of the game ... ”

5 MILTON FRIEDMAN, ECONOMIST