1 Introducing yourself

6

5 Telephoning

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TOPICS/SKILLS Introducing yourself, talking about your traineeship and profession COMMUNICATING ACROSS CULTURES The German dual training system LANGUAGE AND GRAMMAR Introducing and greeting people

TOPICS/SKILLS Appliances • Receiving and redirecting calls • Taking messages / Spelling • Making telephone calls • Messages for the answering machine • Text messaging **COMMUNICATING ACROSS CULTURES**

Telephoning in an English-speaking country LANGUAGE AND GRAMMAR Tricky prepositions

6 Making arrangements

74

TOPICS/SKILLS Booking flights, hotel rooms and exhibition stands/Hiring cars • Making appointments • Preparing a meeting • Taking the minutes

COMMUNICATING ACROSS CULTURESTips for visitors to the UK

LANGUAGE AND GRAMMAR Continuous form VIDEO LOUNGE BBC: Hospitality

2 Taking care of visitors

16

32

TOPICS/SKILLS Greeting visitors • Making conversation • Giving directions • Taking foreign visitors to a restaurant

COMMUNICATING ACROSS CULTURES Small talk • Describing German dishes • Going to restaurants in Britain

LANGUAGE AND GRAMMAR Will-Future

7 Making presentations

88

TOPICS/SKILLS Preparing and delivering presentations • Describing graphs and diagrams **LANGUAGE AND GRAMMAR** Line graphs, bar charts, pie charts

VIDEO LOUNGE Lingua TV: Presentations

3 The company and its products and services

TOPICS/SKILLS Describing a firm and its history • Describing products and services COMMUNICATING ACROSS CULTURES
Joint stock companies in the USA and Britain LANGUAGE AND GRAMMAR

Simple past and present perfect • Since and for VIDEO LOUNGE BBC: Sport and leisure

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8 Form of written communication

98

TOPICS/SKILLS Describing the office/Computer terms • Catering in the office • Describing departments and responsibilities

COMMUNICATING ACROSS CULTURES

Addressing people

4 The office

LANGUAGE AND GRAMMAR Infinitive and gerund

TOPICS/SKILLS Layout and components of business correspondence • Writing e-mails, faxes and letters

COMMUNICATING ACROSS CULTURES

The tone of English business correspondence **LANGUAGE AND GRAMMAR** Typical mistakes in business correspondence

4

TOPICS/SKILLS Making complaints in writing and by phone • Adjusting complaints in writing and by phone

COMMUNICATING ACROSS CULTURES

Complaining about products or services

LANGUAGE AND GRAMMAR Conditional clauses

9 Enquiries

TOPICS/SKILLS Making enquiries in writing and by phone • Discounts

LANGUAGE AND GRAMMAR Adjectives and adverbs

VIDEO LOUNGE Lingua TV: General enquiries

10 Offers 126

TOPICS/SKILLS Making offers in writing and by phone • Comparing options • Incoterms • 2010 **LANGUAGE AND GRAMMAR** Some and any

11 Orders 141

TOPICS/SKILLS Placing orders in writing and by phone

LANGUAGE AND GRAMMAR Capital letters VIDEO LOUNGE BBC: Manufacturing

12 Transport and logistics

TOPICS/SKILLS Modes of transport and packing • Dispatch advice • Documents in foreign trade

LANGUAGE AND GRAMMAR False friends VIDEO LOUNGE BBC: IT

13 Payment and reminders 162

TOPICS/SKILLS Invoice • Means and terms of payment • Reminders and replies in writing and by phone

LANGUAGE AND GRAMMAR How to translate "sollen"

15 Marketing products and services

VIDEO LOUNGE BBC: Retailing

116

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TOPICS/SKILLS Product life cycle and market research • Distribution channels – Wholesaler, retailer, agent, E-commerce • Advertising and public relations • Analyzing advertisements **LANGUAGE AND GRAMMAR** Comparatives and superlatives

16 Job applications in Germany and the EU

TOPICS/SKILLS Reading job advertisements • Writing letters of application and CVs • Preparing for an interview • Employment in the EU • The European Union

COMMUNICATING ACROSS CULTURES

Job applications

VIDEO LOUNGE BBC: Travel and Tourism

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