

1	Introducing yourself	6	4	The office	49
	TOPICS / SKILLS Introducing yourself • Talking about your (future) profession			TOPICS / SKILLS Describing the office / Computer terms • Catering in the office • Describing departments and responsibilities	
	COMMUNICATING ACROSS CULTURES Introducing and greeting people			COMMUNICATING ACROSS CULTURES Addressing people	
	LANGUAGE AND GRAMMAR Introducing yourself			LANGUAGE AND GRAMMAR Infinitive, gerund	
	INDUSTRY EXPERT Talking about your traineeship • Describing different departments			INDUSTRY EXPERT Working in the marketing department • Checking costs	
2	Taking care of visitors	16	5	Telephoning	61
	TOPICS / SKILLS Greeting visitors • Making conversation • Giving directions • Taking foreign visitors to a restaurant			TOPICS / SKILLS Appliances • Receiving and redirecting calls • Taking messages / Spelling • Making telephone calls • Messages for the answering machine	
	COMMUNICATING ACROSS CULTURES Small talk • Describing German dishes • Going to restaurants in Britain			COMMUNICATING ACROSS CULTURES Telephoning in an English-speaking country	
	LANGUAGE AND GRAMMAR Will-future • Explaining rules and regulations			LANGUAGE AND GRAMMAR Tricky prepositions	
	INDUSTRY EXPERT Explaining the company to visitors • Explaining safety regulations		6	Making arrangements	80
				TOPICS / SKILLS Booking flights, hotel rooms and exhibition stands / Hiring cars • Making appointments • Preparing a meeting • Taking the minutes	
				COMMUNICATING ACROSS CULTURES Tips for visitors to the UK	
				LANGUAGE AND GRAMMAR Continuous form	
				VIDEO LOUNGE BBC: Hospitality	
				INDUSTRY EXPERT Practising telephone language • Making room reservations • Preparing for a trade fair	
3	The company and its products and services	36	7	Making presentations	98
	TOPICS / SKILLS Describing a firm and its history • Describing products and services			TOPICS / SKILLS Preparing and delivering presentations • Describing graphs	
	COMMUNICATING ACROSS CULTURES Joint stock companies in the USA and Britain			LANGUAGE AND GRAMMAR Line graphs	
	LANGUAGE AND GRAMMAR Simple past and present perfect • Since and for			VIDEO LOUNGE Lingua TV: Presentations	
	VIDEO LOUNGE BBC: Sport and leisure			INDUSTRY EXPERT Climate change • Production and sustainability • Choosing a factory location	
	INDUSTRY EXPERT Different types of production processes • Product description				

8	Form of written communication	110	14	Complaints and adjustments	192
	TOPICS / SKILLS Layout/Components of business correspondence • Writing e-mails, faxes, letters			TOPICS / SKILLS Making/Adjusting complaints	
	COMMUNICATING ACROSS CULTURES			COMMUNICATING ACROSS CULTURES	
	The tone of English business correspondence			Complaining about products or services	
	LANGUAGE AND GRAMMAR Typical mistakes in business correspondence			LANGUAGE AND GRAMMAR Conditional clauses	
				INDUSTRY EXPERT Complaints in industry	
9	Enquiries	126			
	TOPICS / SKILLS Making enquiries • Discounts				
	LANGUAGE AND GRAMMAR Adjectives, adverbs				
	VIDEO LOUNGE Lingua TV: General enquiries				
10	Offers	136			
	TOPICS / SKILLS Making offers • Incoterms® 2010				
	LANGUAGE AND GRAMMAR Some and any				
	INDUSTRY EXPERT Enquiry • Comparing offers				
11	Orders	153	15	Marketing products and services	211
	TOPICS / SKILLS Placing orders			TOPICS / SKILLS Product life cycle and market research • Distribution channels • Advertising and public relations	
	LANGUAGE AND GRAMMAR Capital letters			LANGUAGE AND GRAMMAR Comparatives and superlatives	
	VIDEO LOUNGE BBC: Manufacturing			VIDEO LOUNGE BBC: Retailing	
				INDUSTRY EXPERT The instruments of marketing • Market research and distribution policy • Communication and price policy • Marketing mix	
12	Transport and logistics	163	16	Job applications in Germany and the EU	227
	TOPICS / SKILLS Modes of transport • Packing • Dispatch advice • Documents in foreign trade			TOPICS / SKILLS Job ads • Letters of application, CVs and job interviews • Employment in the EU	
	LANGUAGE AND GRAMMAR False friends			COMMUNICATING ACROSS CULTURES	
	VIDEO LOUNGE BBC: IT			Job applications	
	INDUSTRY EXPERT Outsourcing			VIDEO LOUNGE BBC: Travel and Tourism	
13	Payment and reminders	176		INDUSTRY EXPERT Applying for a job in industry	
	TOPICS / SKILLS Invoice • Means and terms of payment • Reminders and replies				
	LANGUAGE AND GRAMMAR How to translate "sollen"				
	INDUSTRY EXPERT Documentary letter of credit (L/C) • Documents against payment (D/P) and acceptance (D/A)				
				Appendix	248
				Role cards 248	
				Alphabetical word list • Glossary • Acronyms • False friends • Countries, nationalities, languages • Weights and measures • World map 253	
				Unitbegleitendes Vokabular und Glossar zum Herunterladen über Online-Link 808262-0000	