

1	Introducing yourself	6
	TOPICS / SKILLS Introducing yourself • Talking about your (future) profession COMMUNICATING ACROSS CULTURES The German dual training system LANGUAGE AND GRAMMAR Introducing and greeting people TRADE EXPERT Why are imports and exports necessary? • Types of trading companies	
2	Taking care of visitors	18
	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 TRADE EXPERT A tour of the warehouse	
3	The company and its products and services	36
	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 TRADE EXPERT Warehouse management	
4	The office	49
	TOPICS / SKILLS Describing the office / Computer terms • Catering in the office • Describing departments and responsibilities COMMUNICATING ACROSS CULTURES Addressing people LANGUAGE AND GRAMMAR Infinitive, gerund TRADE EXPERT Jobs and duties in the wholesale trade	
5	Telephoning	61
	TOPICS / SKILLS Appliances • Receiving and redirecting calls • Taking messages / Spelling • Making telephone calls • Messages for the answering machine COMMUNICATING ACROSS CULTURES Telephoning in an English-speaking country LANGUAGE AND GRAMMAR Tricky prepositions TRADE EXPERT Ordering over the phone	
6	Making arrangements	82
	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 TRADE EXPERT Organising a trade event	
7	Making presentations	98
	TOPICS / SKILLS Preparing and delivering presentations • Describing graphs and diagrams LANGUAGE AND GRAMMAR Line graphs, bar charts, pie charts VIDEO LOUNGE Lingua TV: Presentations	
8	Form of written communication	108
	TOPICS / SKILLS Layout / Components of business correspondence • Writing e-mails, faxes, letters COMMUNICATING ACROSS CULTURES The tone of English business correspondence LANGUAGE AND GRAMMAR Typical mistakes in business correspondence	

9	Enquiries	126	13	Payment and reminders	182
	TOPICS / SKILLS Making enquiries • Discounts			TOPICS / SKILLS Invoice • Means and terms of payment • Reminders and replies	
	LANGUAGE AND GRAMMAR Adjectives, adverbs			LANGUAGE AND GRAMMAR How to translate “sollen”	
	VIDEO LOUNGE Lingua TV: General enquiries			TRADE EXPERT Documents against payment (D/P) and acceptance (D/A) • Staggered payment • Letter of credit (L/C) • Reminders	
10	Offers	136	14	Complaints and adjustments	200
	TOPICS / SKILLS Making offers in writing and by phone • Comparing options • Incoterms® 2010			TOPICS / SKILLS Making complaints and adjusting complaints in writing and by phone	
	LANGUAGE AND GRAMMAR Some and any			COMMUNICATING ACROSS CULTURES Complaining about products or services	
	TRADE EXPERT Using Incoterms in trade			LANGUAGE AND GRAMMAR Conditional clauses	
				TRADE EXPERT Making claims • Dealing with complaints	
11	Orders	153	15	Marketing products and services	219
	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	
	TRADE EXPERT Tracking shipments worldwide • Receiving an order			TRADE EXPERT Branching out	
12	Transport and logistics	165	16	Job applications in Germany and the EU	233
	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 Job applications	
	VIDEO LOUNGE BBC: IT			VIDEO LOUNGE BBC: Travel and Tourism	
	TRADE EXPERT Weights and measures • Insuring goods for shipment • Air waybill and certificate of origin • Trade documentation			TRADE EXPERT Jobs in trade	
				Appendix	254
				Role cards 254	
				Alphabetical word list • Glossary • Acronyms • False friends • Weights and measures • World map 260	
				Unitbegleitendes Vokabular und Glossar zum Herunterladen über Online-Link 808263-0000	