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ELEMENTARY BUSINESS EN
NEW EDITION

# MARKET LEADER

GLISH COURSE BOOK

David Cotton David Falvey Simon Kent

PEARSON Longman

FT FINANCIAL TIMES

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**Pearson Education Limited**
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ELEMENTARY BUSINESS

# NEW EDITION

# MARKET LEADER

ENGLISH COURSE BOOK

David Cotton David Falvey Simon Kent

with John Rogers

PEARSON
Longman

FT
FINANCIAL
TIMES

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# Map of the book

| | Discussion | Texts | Language work | Skills | Case study |
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# Introduction

## What is *Market Leader* and who is it for?

Market Leader is an elementary level business English course for businesspeople and students of business English. It has been developed in association with the *Financial Times*, one of the leading sources of business information in the world. It consists of 12 units based on topics of great interest to everyone involved in international business. The new edition features new authentic texts and listenings throughout, reflecting the latest trends in the business world.

If you are in business, the course will greatly improve your ability to communicate in English in a wide range of business situations. If you are a student of business, the course will develop the communication skills you need to succeed in business and will enlarge your knowledge of the business world. Everybody studying this course will become more fluent and confident in using the language of business and should increase their career prospects.

**The authors**

**David Falvey** *(left)* has over 20 years' teaching and managerial experience in the UK, Japan and Hong Kong. He has also worked as a teacher trainer at the British Council in Tokyo, and is now Head of the English Language Centre and a Principal Lecturer at London Metropolitan University.

**Simon Kent** *(right)* has over 15 years' teaching experience, including three years as an in-company trainer in Berlin at the time of German reunification. He is currently a Senior Lecturer in business and general English, as well as having special responsibility for designing new courses at London Metropolitan University.

**David Cotton** *(centre)* has over 35 years' experience teaching and training in EFL, ESP and English for Business and is the author of numerous business English titles, including *Agenda, World of Business, International Business Topics*, and *Keys to Management*. He is also one of the authors of the best-selling *Business Class*. He is currently a Senior Lecturer at London Metropolitan University.

**John Rogers**, who contributed new material to this edition, is also the author of the Practice Files at each level of the series.

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# What is in the units?

| | |
|---|---|
| **Starting up** | You are offered a variety of interesting activities in which you discuss the topic of the unit and exchange ideas about it. |
| **Vocabulary** | You will learn important new words and phrases which you can use when you carry out the tasks in the unit. A good dictionary, such as the *Longman Basic English Dictionary*, will also help you to increase your vocabulary. |
| **Discussion** | You will build up your confidence in using English and will improve your fluency through interesting discussion activities. |
| **Reading** | You will read adapted articles on a variety of topics from the *Financial Times* and other newspapers. You will develop your reading skills and learn essential business vocabulary. You will also be able to discuss the ideas and issues in the articles. |
| **Listening** | You will hear interviews with businesspeople. You will develop listening skills such as listening for information and note-taking. |
| **Language review** | This section focuses on common problem areas at elementary level. You will become more accurate in your use of language. Each unit contains two Language review boxes which provide a review of key grammar items. |

### Skills

You will develop essential business communication skills such as making presentations, taking part in meetings, negotiating, telephoning, and using English in social situations. Each Skills section contains a Useful language box which provides you with the language you need to carry out the realistic business tasks in the book.

### Case study

The Case studies are linked to the business topics of each unit. They are based on realistic business problems or situations and allow you to use the language and communication skills you have developed while working through the unit. They give you opportunities to practise your speaking skills in realistic business situations. Each Case study ends with a writing task. A full writing syllabus is provided in the Market Leader Practice File.

### Revision units

Market Leader Elementary also contains four revision units, based on material covered in the preceding three Course Book units. Each revision unit is designed so that it can be done in one go or on a unit-by-unit basis.

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# UNIT 1 Introductions

## OVERVIEW

- ☐ **Vocabulary** Nationalities
- ☐ **Reading** Describing people
- ☐ **Language focus 1** *to be*
- ☐ **Language focus 2** *a / an* with jobs, *wh-* questions with *to be*
- ☐ **Listening** Talking about yourself
- ☐ **Skills** Introducing yourself and others
- ☐ **Case study** Aloha in Hawaii

*'The name's Bond. James Bond.'*

Daniel Craig, English actor, in *Casino Royale*

## Starting up

**A** **Work in pairs. Complete the sentences with words from the box. There are two you do not need.**

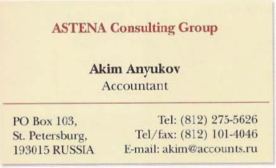
from I'm my name's she you

1 .................. Emma. Emma Schneider, from Habermos in Hamburg.
2 Good morning. .................. name's Shi Jiabao.
3 My .................. Akim, by the way. Akim Anyukov.
4 How do you do. I'm Nuria Sosa, .................. RTA Seguros.

**B** **1.1 Now listen to these four business people introducing themselves. Check your answers to Exercise A. Then match the speakers (1–4) below to their business cards (A–D) on page 7.**

---

A



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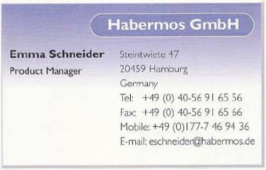

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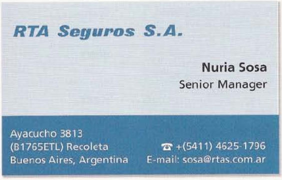

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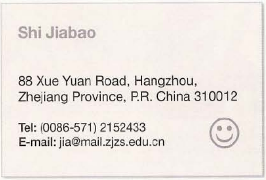

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**C** **Talk about yourself.**

*Hello. My name's .................. . I'm from .................. .*

**D** **1.2 Listen to these letters and practise saying them.**

A H J K
B C D E G P T V

O
Q U W

F L M N S X Z R
I Y

**E** 1.3 **Listen and write the words that are spelled.**

1 .................. 2 .................. 3 .................. 4 ..................

**F** **Work in pairs. Spell the names of some people.**

Student A: See below.

Student B: Turn to page 138.

**Student A**

Spell the first names and surnames of these people for your partner.

1 Our Accounts Manager is Li Hai. That's L-I and then H-A-I.

2 Our new Sales Assistant is Ana Torres. That's A-N-A, and then Torres T-O-double R-E-S.

3 The Human Resources Manager is Tom Sims. That's T-O-M, and then Sims S-I-M-S.

Now listen to your partner and write down the first names and surnames of three other people.

1 ...................... 2 ...................... 3 ......................

---

## Vocabulary
### Nationalities

**A** **Complete the chart of countries and nationalities. Use the words from the box. Add other countries and nationalities.**

~~Brazilian~~ Polish ~~Germany~~ Kuwaiti French Oman
Italian Spain Russia Turkey Japanese Swedish
China Greece British American

| Country | Nationality |
|---|---|
| | *–an* |
| Brazil | Brazilian |
| Germany | German |
| Italy | .............. |
| .............. | Russian |
| | *–ese* |
| Japan | .............. |
| .............. | Chinese |
| | *–i* |
| Kuwait | .............. |
| .............. | Omani |

| Country | Nationality |
|---|---|
| | *–ish* |
| Poland | .............. |
| .............. | Spanish |
| Sweden | .............. |
| .............. | Turkish |
| | *others* |
| France | .............. |
| .............. | Greek |
| the UK | .............. |
| the USA | .............. |

*Vocabulary file* page 154

**B** 1.4 **Listen and check your answers to Exercise A.**

**C** **Work in pairs. Ask and answer questions about the nationality of the companies.**

Student A: Turn to page 134.

Student B: Turn to page 138.

A *Is Sony Japanese?* B *Yes, it is.*

B *Is Givenchy Swedish?* A *No, it isn't. It's French.*

Sony Givenchy Volvo Zara Gucci Aeroflot Michelin
Siemens McDonald's Olympic Airways

**D** **Think of three companies you know. Give their nationalities.**

## Reading
### Describing people

**A** **Read this article. Then complete the chart below.**

# Meet Jeffrey Immelt

Jeffrey Immelt is Chairman and CEO of General Electric Co. GE is a 128-year-old company in Connecticut, USA. It operates in more than 100 countries and employs more than 320,000 people worldwide.

Immelt is 51 and is a very rich man. He is married, and his wife's name is Andrea. They have one daughter. Her name is Sarah, she is 20 years old. 'My wife and my daughter are great,' Immelt says. 'It's a pity we're not together more often.' He is away on business more than 50% of his time, and he tries to meet customers about a week a month. 'Life is never boring,' he says. 'No two days are the same.'

He usually gets up at 5.30 in the morning and works out for about an hour. 'Exercise is important, but my real hobby is golf,' he says. 'I'm not great at golf, but I enjoy it. And I like to read, especially when I'm on the move.' He likes biographies, business books and fiction, and reads about 50 books a year. He also likes 1970s rock music.

| **Jeffrey Immelt** | |
|---|---|
| Age | 51 |
| Family | |
| Job | |
| Hobbies and interests | |

**B** **Decide whether these statements are true or false.**

1 Jeffrey Immelt is President of General Electric. false
2 General Electric is a global company.
3 Immelt is married with two children.
4 All days are different for Immelt.
5 He is away more than half of the time.
6 He is not very good at golf.
7 Immelt is not interested in exercise.
8 All his books are about business.

**C** **Work in pairs. Write five questions about Jeffrey Immelt and General Electric. For example:**

*Is Immelt rich?*

*Where is GE?*

**Now work with a different partner, close your books and ask each other your questions. See who can remember the most answers!**

---

## Language focus 1
## *to be*

- We often use the verb *to be* to describe people.
*Jeffrey Immelt* **is** *Chairman of GE. He* **is** *American. He* **is** *married.*

| | | | |
|---|---|---|---|
| I | **am** | (I'**m**) | Spanish. |
| You<br>We<br>They | **are** | (You'**re**)<br>(We'**re**)<br>(They'**re**) | |
| He<br>She<br>It | **is** | (He'**s**)<br>(She'**s**)<br>(It'**s**) | |

| | | | |
|---|---|---|---|
| I | **am not** | (I'**m not**) | Italian. |
| You<br>We<br>They | **are not** | (You **aren't**)<br>(We **aren't**)<br>(They **aren't**) | |
| He<br>She<br>It | **is not** | (He **isn't**)<br>(She **isn't**)<br>(It **isn't**) | |

page 118

**A** **Complete the information about Ingrid with short forms of the verb *to be*.**

My name..'s..[1] Ingrid. I.....[2] a graphic designer. I.....[3] German and I.....[4] from Munich.

I.....[5] married with two children. They.....[6] both in high school. Their school.....[7] near my office.

My husband.....[8] an engineer. We.....[9] interested in travel and the cinema. My sister.....[10] an accountant.

**B** 1.5 **Listen and check your answers.**

**C** **Complete this chart about yourself. Then introduce yourself to a partner.**

| | | | | | |
|---|---|---|---|---|---|
| 1 | Name | ..... | 4 | Nationality | ..... |
| 2 | Job | *I'm a(n) ... .* | 5 | Interests | ..... |
| 3 | City | *I'm from ... .* | 6 | Favourite sports | ..... |

**D** **Now write a paragraph about your partner. Use the text of Exercise A as a model.**

*My partner's name is ...*

**E** **Complete these sentences with negative forms of *to be*.**

1 I'm Russian, but .....*I'm not*..... from Moscow.
2 They're Japanese, but ....................from Tokyo.
3 He's German, but .................... from Munich.
4 I'm in sales, but .................... the manager.
5 You're in Poland, but .................... in Warsaw.
6 Her name is Sophia, but .................... Italian.

---

**F** **Match the questions and answers about Sergio.**

| | |
|---|---|
| 1 Are you Spanish? | a) No, I'm a Financial Analyst. |
| 2 Are you a Sales Manager? | b) No, she's Polish. |
| 3 Are you married? | c) No, I'm Italian. |
| 4 Is your wife a manager? | d) No, she's a lawyer. |
| 5 Is she Italian? | e) Yes, I am. That's a picture of my wife. |

**G** **Work in pairs. Ask and answer questions from Exercise A about Ingrid.**

A *Is Ingrid French?* B *No, she isn't. She's German.*

## Language focus 2

### *a/an* with jobs; *wh-* questions

- We use *a* before words beginning with a consonant sound (e.g. *b, c,* etc.): *a receptionist*
- We use *an* before words beginning with a vowel sound (e.g. *a, e,* etc.): *an astronaut*
- We do not use *a* or *an* with plural nouns: *They are architects.*
- We use question words such as *what, who* and *where* to ask for information:
  ***What****'s your job? I'm* **a** *lawyer.* (NOT ~~*I'm lawyer.*~~)
  ***What****'s your wife's job? She's* **an** *engineer.*
  ***Who****'s your boss? Julio Cordón.*
  ***Where*** *are you from? I'm Russian./* ***Where****'s he from? He's Spanish.*

page 118

**A** **Write the correct article (*a/an*) for each job.**

trainee accountant executive optician lawyer
analyst director architect manager consultant
engineer doctor pilot office worker cashier
receptionist technician telephone operator
sales assistant personal assistant (PA)

**B** **Work in pairs. Talk about your job and the jobs of your family and friends.**

*I'm a sales manager. My husband / wife / partner is a doctor. My brother is an engineer. My sister is a housewife. My friend is an architect.*

*Vocabulary file* page 156

## Listening
### Talking about yourself

**1.6 Three people talk about their jobs. Listen and complete this chart.**

| | Pierre | Olga | Anna |
|---|---|---|---|
| 1 What is his / her job? | an architect | an engineer | |
| 2 Where is he / she from? | Switzerland | | |
| 3 Where is his / her office? | Zurich | | Poznan |
| 4 Who is his / her boss? | | Eugenia | |

---

## Skills
### Introducing yourself and others

**A** **1.7 Listen to three conversations. Decide whether these statements are true or false.**

*Conversation 1*

1 Patrick Keller is a Sales Assistant. true

2 Diana Vincent is a Sales Manager.

*Conversation 2*

3 Hiroshi Ito is Mayumi Nitta's assistant.

4 Dan Marshall is in Finance.

*Conversation 3*

5 Jimmy is pleased to meet Dave.

6 Business is good.

**B** **1.7 Listen again and complete these conversations. Use words from the Useful language box below.**

*From conversation 1*

**A** Hello. ..I'm...$^{1}$ Patrick Keller. ........$^{2}$ the new Sales Assistant.

**B** Oh, hello. ...............$^{3}$ to meet you. I'm Diana Vincent.

*From conversation 2*

**A** Good morning. My ...............$^{4}$ Hiroshi Ito. ...............$^{5}$ is Mayumi Nitta, my assistant.

**B** Nice to ...............$^{6}$ you both. I'm Dan Marshall from Marketing.

*From conversation 3*

**A** Hello, Jimmy.

**B** Hi, Dave.

**A** ...............$^{7}$ to see you again.

**B** You, too. ............... ...............$^{8}$ ?

**A** Not too good.

**B** Oh, really? Sorry to hear that. What's the problem?

**C** **Work in pairs. Practise conversations like those in Exercise B. Use phrases from the Useful language box.**

### Useful language

| | |
|---|---|
| **Introducing people** | **Greetings** |
| I'm ... | Pleased to meet you. |
| My name's ... | Nice to meet you. |
| This is ... | Good to see you again. |
| He's / She's in sales. | You, too. |
| He's / She's with Nokia. | |
| **Asking about business** | **Replying** |
| How's business? | Not bad, thanks. |
| | Fine. / OK. / Not too good. |
| **Offering a drink** | |
| Would you like a drink? | Thanks very much. I'd love one. |
| How about a coffee? | Yes, please. / No, thanks. |
| Another drink? | |
| **Saying goodbye** | |
| See you later. | Goodbye. See you soon. |
| Nice talking to you. | |

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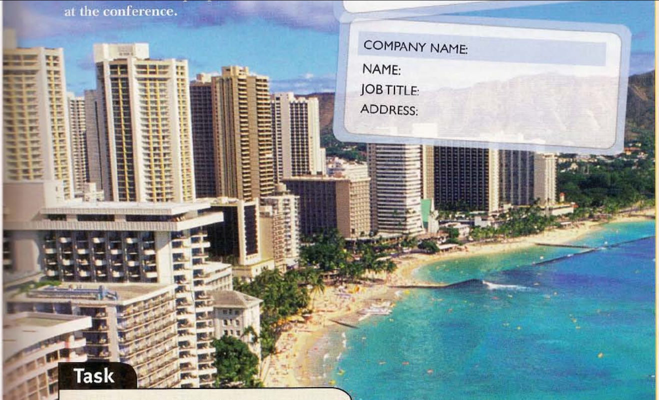
# 1

# Aloha in Hawaii

ASE STUDY

[redacted]

at the conference.



COMPANY NAME:
NAME:
JOB TITLE:
ADDRESS:

## Task

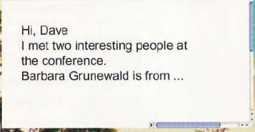
1. Complete the card with information about yourself. Use your imagination if you wish.
2. Introduce yourself to the other people at the conference. Use these words to make questions.
   - What / name? *What's your name?*
   - Where / from?
   - What / job?
   - Where / office?
   - How / business?
3. Make notes about the people you meet.
4. Talk in pairs about the people you met at the conference.

*Barbara Grunewald is from Germany. She's a Sales Manager. Her office is in Hamburg. Business is good at the moment.*

## Writing

**Choose two interesting people from the conference. Write a short e-mail about them to your boss.**

*Writing file* page 130



Hi, Dave
I met two interesting people at the conference.
Barbara Grunewald is from ...

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# UNIT 2 Work and leisure

**OVERVIEW**

- ☐ **Vocabulary 1** Days, months, dates
- ☐ **Reading** Describing your routine
- ☐ **Language focus 1** Present simple
- ☐ **Vocabulary 2** Leisure activities
- ☐ **Language focus 2** Adverbs and expressions of frequency
- ☐ **Skills** Talking about work and leisure
- ☐ **Case study** Independent Film Company

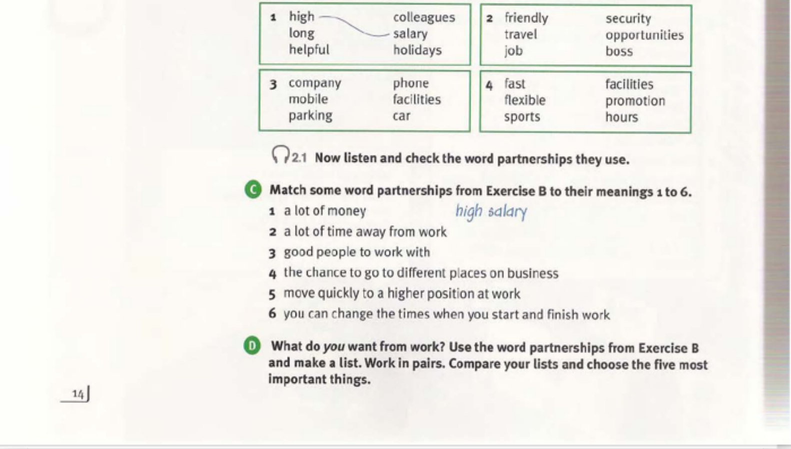
> *If you don't work, you can't play.*
> J.B. Priestley (1894–1984), English writer

## Starting up

**A** **Work in pairs. Discuss the things people might want from work. For example,**

*a large office* *nice colleagues*

**B** **Work in pairs. Make three word partnerships in each box to find out what four people want from work.**



| | | | | | |
|---|---|---|---|---|---|
| 1 | high<br>long<br>helpful | colleagues<br>salary<br>holidays | 2 | friendly<br>travel<br>job | security<br>opportunities<br>boss |
| 3 | company<br>mobile<br>parking | phone<br>facilities<br>car | 4 | fast<br>flexible<br>sports | facilities<br>promotion<br>hours |

2.1 **Now listen and check the word partnerships they use.**

**C Match some word partnerships from Exercise B to their meanings 1 to 6.**

1 a lot of money high salary
2 a lot of time away from work
3 good people to work with
4 the chance to go to different places on business
5 move quickly to a higher position at work
6 you can change the times when you start and finish work

**D What do *you* want from work? Use the word partnerships from Exercise B and make a list. Work in pairs. Compare your lists and choose the five most important things.**