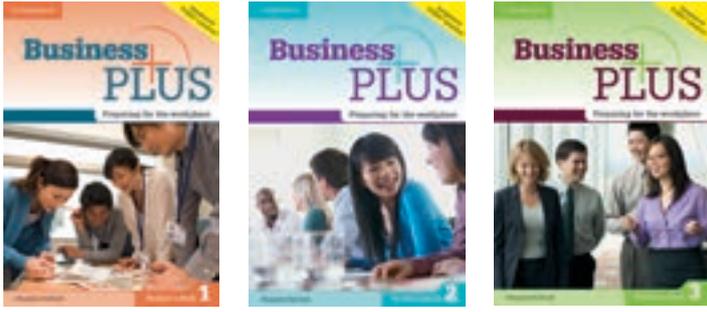


# Professional and Vocational



## Opening doors to business

A1 A2 B1



### Business Plus

Margaret Helliwell

FALSE BEGINNER TO PRE-INTERMEDIATE

*Business Plus* is a three-level, integrated-skills, business English course, from A1+ (false beginner) to B1- (lower-intermediate) levels. It has been specifically developed for Asians needing English to do business both in Asia and beyond, and uses names, places and products familiar to students in Asia.

Aimed at pre-work experience, university or vocational college students, *Business Plus* is designed to meet the growing demand for workplace English in the region. It places particular emphasis on communication in order to build students' confidence in using English, and measures their progress through the regular use of Can Do statements. Topics and scenarios relevant to Asian learners have been carefully selected to appeal to students about to enter the workforce. These include topics based on current trends in technology, such as online shopping, as well as those with regional relevance, such as the impact of Chinese tourism in Thailand.

The Teacher's Manual contains a general introduction, full unit-by-unit summaries, language notes and tips, and a complete answer key. In addition, the website includes downloadable audio and supplementary worksheets to extend learning.

#### Key features of the Student's Book

- 10 units for each level
- Each unit features integrated skills and language practice
- Units include cultural awareness sections that connect learners to their region and beyond
- TOEIC®-style practice sections allow students to review their progress
- Key features of the Teacher's Manual
- Contains full unit-by-unit summaries, language notes and tips, and a complete answer key.
- Downloadable audio and supplementary worksheets available on website

[cambridge.org/businessplus](http://cambridge.org/businessplus)

Business Plus	Level 1	Level 2	Level 3
Student's Book	978-1-107-64068-9	978-1-107-63764-1	978-1-107-66187-5
Teacher's Manual	978-1-107-66880-5	978-1-107-63872-3	978-1-107-66886-7

## 5 Reading Showrooming

**A Before you read** Look at the title of the article and the photo. What do you think the article will be about?

### Asian Business Online

looks at "showrooming," a modern way of shopping.



Do you ever see something in a store, try it on, check the price online on your smartphone, find it is cheaper, and walk out of the store? Welcome to the world of "showrooming."

You are not the only person who does this, and it is becoming a major problem for store owners. Clothing stores, stores for electronic equipment, bookstores, and cosmetics stores are all losing business.

Amy Fu, 23, lives and shops in Singapore. She sometimes spends \$200 in an afternoon, but not in the stores she visits. "I can go in and smell a perfume, and then find it online \$20 cheaper," she says. "Sometimes when the staff are very helpful, I feel bad. But it's my money."

Online stores can offer cheaper prices because they don't have the costs of a building and staff. Some shoes and clothing stores in Australia ask for a fee when someone tries something on. The fee is taken off the bill when someone buys something.

Steve Richards, who has an English bookstore in Singapore, says: "We see customers in the corner with their cell phones. We know what they are doing, but we can't stop them. We can only hope they feel uncomfortable when they know we are watching them."

Of course, online stores such as Amazon want "real" stores to survive so that people can see, touch, and try on products. So perhaps one day online stores will have real showrooms, but only to look and try on – not to buy. All buying and selling will be online.

**B Scanning for detail** Find the missing information.

- Showrooming is a big problem for ..... (who?).
- Amy Fu sometimes spends ..... (how much?) in an afternoon.
- Amy Fu sometimes buys ..... (what?) online.
- Online stores can offer cheaper prices because ..... (why?).
- Steve Richards hopes customers feel uncomfortable ..... (when/what?).
- Online stores want "real" shops to survive so that ..... (why?).
- Perhaps one day online stores will have ..... (what?).

**C Vocabulary in context** Scan the text and find words that mean:

- |                  |                              |
|------------------|------------------------------|
| 1 leave          | 4 people who work in a store |
| 2 very big       | 5 money for a service        |
| 3 less expensive | 6 not die                    |

**D Now you**

- Do you shop online? Why (not)?
- Do you prefer online shopping to shopping in a store? Why (not)?

*I CAN* understand a text about the future of shopping.

Unit 4 33

*Business Plus* Level 1 Student's Book

Exercises promote reading strategies and then transfer to a communicative task

## TOEIC® practice

### 1 Listening

**A Question-Response** Listen carefully. Choose the best response to the sentence you hear.

Example: When did you last see Mai?

- A  She lives in London.  
 B  She visited me yesterday.  
 C  Probably next week.



- 1 A  B  C   
 2 A  B  C   
 3 A  B  C   
 4 A  B  C

**B Conversations** Listen and answer the questions.

Conversation 1

- 1 Who are the speakers?  
 A husband and wife  
 B father and daughter  
 C business colleagues  
 D store clerk and customer

- 2 Where are they having the conversation?  
 A at the lunch table  
 B in a store  
 C at the dentist's  
 D in the office

- 3 What's Sandy planning to do?  
 A take her son to the dentist  
 B go to the meeting  
 C leave early  
 D have lunch with Mike

Conversation 2

- 1 Where are the speakers?  
 A at a travel agency  
 B at a car-rental company  
 C at a hotel  
 D at the airport

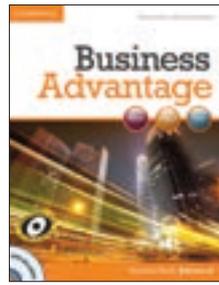
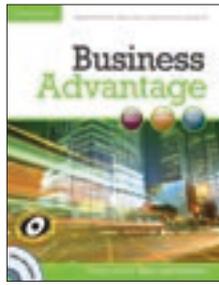
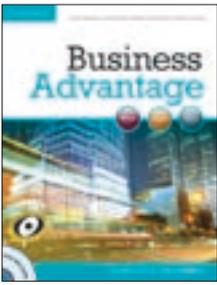
- 2 When are the Tomlins leaving?  
 A on June 1  
 B on June 2  
 C on June 3  
 D on June 4

- 3 What's the problem?  
 A Mr. Tomlin forgot to confirm.  
 B The name Tomlin is not in the computer.  
 C Mr. Tomlin forgot to make a reservation.  
 D The woman is having problems with the computer.

71

*Business Plus* Level 1 Student's Book

Progress measured through TOEIC®-style practice sections linked to units



B1 B2 C1 C2



## Business Advantage

Michael Handford, Martin Lisboa, Almut Koester and Angela Pitt

INTERMEDIATE TO ADVANCED

A flexible, modular course with up to 100 teaching hours of material

Reflecting the diverse reality of today's business, *Business Advantage* brings the outside world into the classroom and presents learners with insights into organisations from all over the globe, from a multitude of different industry sectors, and of all sizes.

The course is based on a unique syllabus that combines current business theory, business in practice and business skills – all presented using authentic, expert input.

- *Business Advantage* is the first business course to benefit from a spoken business English corpus, guaranteeing relevant, up-to-date language.
- 'Business Writing' sections help learners write effective business communications.
- The website contains lots of additional online activities, giving teachers the opportunity to supplement the coursebook material.
- Presentation Plus provides the complete Student's Book content with built-in annotation tools and embedded audio in an easy-to-operate format for interactive whiteboards or computers and projectors.
- ebook versions make it easy to study on the go, with all the content from the Student's Books available digitally, plus integrated audio and video.

[cambridge.org/businessadvantage](http://cambridge.org/businessadvantage)

Business Advantage	Intermediate	Upper Intermediate	Advanced
Student's Book with DVD	978-0-521-13220-6	978-0-521-13217-6	978-0-521-18184-6
Personal Study Book with Audio CD	978-1-107-69264-0	978-0-521-28130-0	978-1-107-63783-2
Teacher's Book	978-1-107-63770-2	978-1-107-42231-5	978-0-521-17932-4
Class Audio CDs	978-0-521-13221-3	978-0-521-13218-3	978-1-107-66634-4
Presentation Plus DVD-ROM	978-1-107-60779-8	978-1-107-60778-1	978-0-521-17929-4

ebooks are also available. For information please visit [cambridge.org/businessadvantage](http://cambridge.org/businessadvantage)

## Cambridge Business Skills

[cambridge.org/elt/business](http://cambridge.org/elt/business)

B2 C1

### Writing for Impact

Tim Banks

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15-20 hour short course

*Writing for Impact* covers all aspects of writing. The course also focuses on communication skills and provides a progressive syllabus on the process of writing.

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B1 B2

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Covers all types of written and spoken communications and prepares learners to work effectively with colleagues and business partners the world over.

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DVD 978-0-521-18202-7

B1 B2 C1 C2

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DVD 978-0-521-15006-4

B1 B2 C1 C2

### International Negotiations

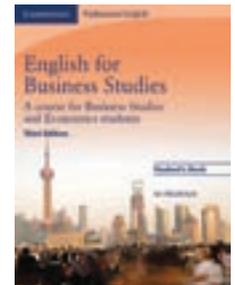
Mark Powell

INTERMEDIATE TO ADVANCED

15-20 hour short course

Gives learners the essential skills, language and techniques they will need to ensure their negotiations are successful.

Student's Book with Audio CDs (2) 978-0-521-14992-1



A1 A2

2 levels

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BEGINNER TO PRE-INTERMEDIATE

55 teaching hours

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Audio CDs (2)	978-0-521-53468-0

### Level 2

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Workbook with CD-ROM/Audio CD	978-0-521-67208-5
Teacher's Book	978-0-521-53470-3
Audio CDs (2)	978-0-521-53472-7

B2 C1

## English for Business Studies

A course for Business Studies and Economics students

Third edition

Ian MacKenzie

UPPER INTERMEDIATE TO ADVANCED

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This best-selling course helps students to understand and talk about key concepts in business and economics.

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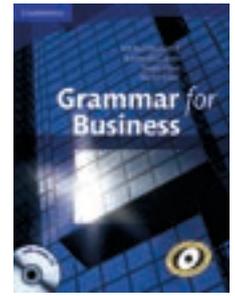
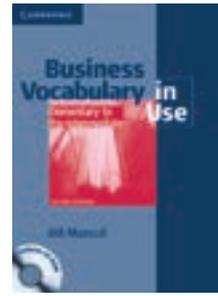
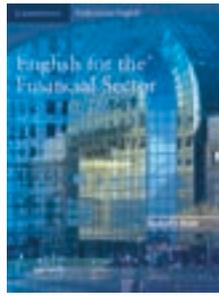
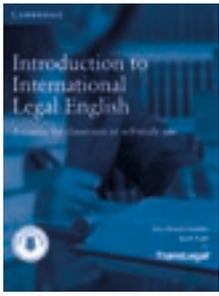
Student's Book	978-0-521-74341-9
Teacher's Book	978-0-521-74342-6
Audio CDs (2)	978-0-521-74343-3

### See also

- **Company to Company**
- **Words at Work**
- **Essential Telephoning in English**
- **Telephoning in English**

[cambridge.org/elt](http://cambridge.org/elt)

# Professional and Vocational



B1

## Introduction to International Legal English

Amy Bruno-Lindner, Matt Firth and TransLegal®

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B2 C1

## International Legal English

Second edition

Amy Bruno-Lindner and TransLegal®

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Ideal for experienced lawyers and law students, this updated edition focuses on commercial law with topics ranging from contracts, company formation to intellectual property. Includes case studies and a glossary.

[cambridge.org/ile2](http://cambridge.org/ile2)

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Online component available at: [translegal.com/plead](http://translegal.com/plead)

B2 C1

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[cambridge.org/elt/contactus](http://cambridge.org/elt/contactus)

Coursebook w/Audio CD	978-0-521-12473-7
Trainer's Manual	978-0-521-17858-7

B1 B2

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Perfect for learners preparing for a career in finance, as well as professionals looking to improve their financial English, this course presents key financial concepts through authentic texts and interviews, giving learners the language they need to work in the financial environment.

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Teacher's Book	978-0-521-70300-0
Audio CD	978-0-521-70301-7

B1

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Fourth edition

Santiago Remacha Esteras

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An online workbook is also available from the *Infotech* website.

[cambridge.org/infotech](http://cambridge.org/infotech)

Student's Book	978-0-521-54725-3
Teacher's Book	978-0-521-54726-0
Audio CD	978-0-521-54728-4

See also

- **Cambridge Business English Dictionary**  
Page 56
- **The Language of Business Meetings**  
Page 87

A2 B1 B2 C1

## Business Vocabulary in Use

Second edition

Bill Mascull

ELEMENTARY TO ADVANCED

*Business Vocabulary in Use* is a must for any teacher or learner of business English. Ideal for self-study, class use and one-to-one lessons, each unit gives clear explanations of new language plus exercises to practise using the language. The CD-ROMs contain a wealth of interactive practice exercises and games, tests for each unit of the book and much more.

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Book with answers and CD-ROM	978-0-521-74940-4
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B1 B2

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Michael McCarthy, Jeanne McCarten, David Clark and Rachel Clark

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Providing clear explanations and authentic practice of essential business language, *Grammar for Business* focuses on both spoken and written grammar to help students improve their communication skills in realistic situations.

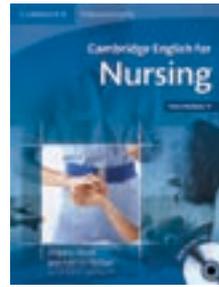
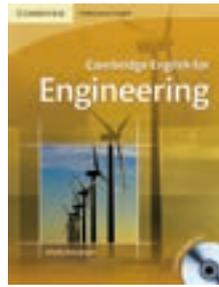
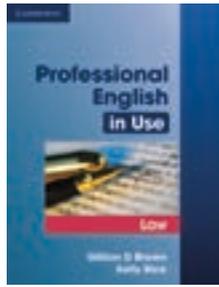
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Also available

A2 B1 3 levels

- **English 365**  
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B1 B2 C1

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A2 B1 B2 C1

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Series Editor: Jeremy Day

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- Free online Teacher's Books with background information on specialist subject and extra activities.
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A1 A2 B1

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ELEMENTARY TO INTERMEDIATE

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B2 C1

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 B2 C1

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[cambridge.org/goodpractice](http://cambridge.org/goodpractice)

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DVD	978-0-521-75593-1

 B1

## English in Medicine

**Third edition**

Eric Glendinning and Beverly Holmström

INTERMEDIATE

Designed to develop the communication skills of both medical students and professionals, this course requires no specialist knowledge on the part of the teacher. Each unit focuses on one area of doctor-patient communication, such as making a diagnosis.

Book	978-0-521-60666-0
Audio CD	978-0-521-60668-4

See also

- **Professional English in Use Medicine**
- **Cambridge English for Nursing**  
Page 53

 A2 B1

## Be My Guest

**English for the hotel industry**

Francis O'Hara

ELEMENTARY TO PRE-INTERMEDIATE

Through short, manageable units, this course focuses on the everyday language needed by hotel employees. It deals with a range of customer-facing situations, including reception and bar work, and answering the telephone.

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Audio CDs (2)	978-0-521-77686-8

 B1

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**Second edition**

Leo Jones

INTERMEDIATE

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Teacher's Book	978-0-521-60660-8
Audio CDs (2)	978-0-521-60661-5

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 B1 B2

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**Second edition**

Charles Talcott and Graham Tullis

INTERMEDIATE TO UPPER INTERMEDIATE

40–50 teaching hours, extendable to 80

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Student's Book with Audio CDs (2), Test Booklet with Audio CD and Answer Key	978-0-521-70664-3
Teacher's Book	978-0-521-70665-0

 B1 B2

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Jolene Gear and Robert Gear

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 B2 C1



## Cambridge Preparation for the TOEFL® Test

**Fourth edition**

Jolene Gear and Robert Gear

INTERMEDIATE TO ADVANCED

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[cambridge.org/toefl](http://cambridge.org/toefl)

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