

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

*Business Advantage* is the course for tomorrow's business leaders. Based on a unique syllabus that combines current business theory, business in practice and business skills – all presented using authentic, expert input – the course contains specific business-related outcomes that make the material highly relevant and engaging. Thanks to the innovative Theory-Practice-Skills approach and the substantial input into the lessons and activities from the world of business, success starts with *Business Advantage*.

- Several leading business schools and institutions have contributed to the course, providing fascinating content and giving the course a credible, authentic stamp.
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Audio CDs (2) 978-0-521-75452-1

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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

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

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

**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.

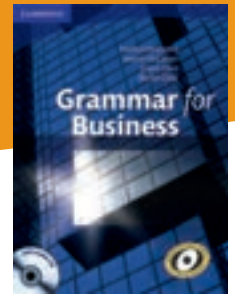
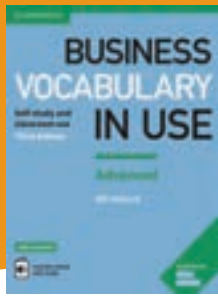
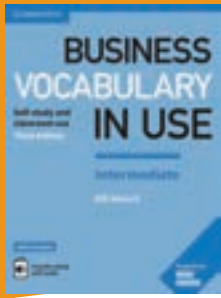
**Conversation 1**

- Who are the speakers?
  - A husband and wife
  - B father and daughter
  - C business colleagues
  - D store clerk and customer
- Where are they having the conversation?
  - A at the lunch table
  - B in a store
  - C at the dentist's
  - D in the office
- 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**

- Where are the speakers?
  - A at a travel agency
  - B at a car-rental company
  - C at a hotel
  - D at the airport
- When are the Tomlins leaving?
  - A on June 1
  - B on June 2
  - C on June 3
  - D on June 4
- 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.

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## Business Vocabulary in Use

Second and Third editions

Bill Mascoll

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.

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*Business Vocabulary in Use Advanced ebook*

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### See also

- **Cambridge Business English Dictionary**  
Page 61
- **The Language of Business Meetings**  
[cambridge.org/ctd](http://cambridge.org/ctd)

### Also available

- **English365**
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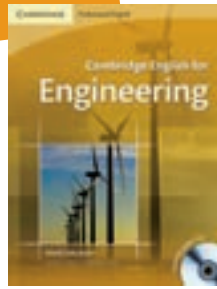
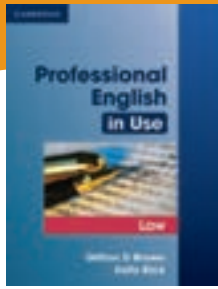
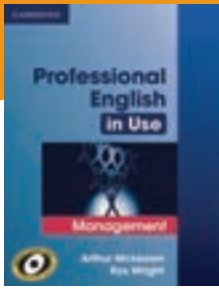
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Michael McCarthy, Jeanne McCarten, David Clark and Rachel Clark

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