



B1 B2 C1-C2  
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**NEW**



## Business Advantage

Michael Handford, Martin Lisboa, Almut Koester and Angela Pitt

INTERMEDIATE TO ADVANCED

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

Tired with teaching from the same old business English materials? Looking for authentic and interesting topics and content that will inspire your learners? Then **Business Advantage** is the course for you.

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- **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

### 7 Supply-chain management (SCM)

**7.3 Skills: External negotiating**

**Learning outcomes**

- Negotiate with people from other companies
- Structure spoken language in face-to-face negotiations and meetings.
- Discuss complaints at work.

**Introduction**

1 Would you describe yourself as someone who complains a lot or very little? What or who do you often complain about? Who do you complain to?

2 Look at the following list of customer complaints. In pairs, put them in order in terms of the size of the problem. Then discuss what you think the company should do about each one.

a Customers have complained that several of your sales staff are rude to them.

b Many customers say your products are not as fashionable as they used to be.

c One manager was seen sleeping at his desk by a customer.

d You receive many complaints about the high price of your products.

e Customers have said your shops open too late in the morning.

f A group of customers is taking your company to court about product reliability.

3 In pairs, choose one of the above situations and have a mini-role play. Student A is the customer and Student B is a concerned and apologetic manager.

**Intercultural analysis**

Whether people apologise or not can vary according to culture, as well as personality. In your culture, do you think people would apologise in the following situations? Why/Why not?

- You crash your car, but it isn't clear whose fault it is.
- You accidentally bang into someone on a crowded train.
- You are late for work because the train was delayed.
- You lose a client at work because you made a mistake.

#### Theory

In the Theory lessons, students gain an understanding of key business principles and ideas – presented by lecturers and professors from some of the world's leading education institutions, such as the **Cambridge Judge Business School**, the **ESB Business School** in Munich and the **Stanford Graduate School of Business**.

#### Case study

The analysis of real companies (including **Nokia**, **Renault-Nissan**, **Saint-Gobain**, **IKEA**, **The BBC**, and **Unilever**) in the Practice lessons gives students an insight into the reality of today's business world and shows how business theory is applied.

#### Practice

**Listening 1: Complaints**

You are going to listen to a negotiation between two multinational pharmaceutical companies (First Pharma, based in Germany, and ABC Pharmaceuticals, from the UK). First Pharma will start to produce and distribute ABC's products from this year. They are talking about the issue of complaints, and how responsibility for complaints is recorded in reports. The participants are Ada from First Pharma and Giles and Helen from ABC Pharmaceuticals.

Listen to the first part of the meeting and answer the following questions.

- 1 How many complaints have been made?
- 2 What is a 'stock out'?

**Listening 2: Discussing the complaints procedure**

Listen to the next part of the meeting and answer the following questions.

- 1 Does Ada from First Pharma agree or disagree with the way 'stock out' complaints are described in the report?
- 2 What is Giles's reaction?

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

The **Business Advantage** website contains new and regularly updated online activities, giving teachers the opportunity to supplement the coursebook material with e-learning options.

Skills lessons are based on real recorded communications from companies around the world and allow learners to understand how business people really speak in a bid to help them perform successfully when they enter the world of work. The Cambridge and Nottingham Business English Corpus has been used extensively to inform the content of these lessons.

#### Skills

	Intermediate	Upper Intermediate	Advanced
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B2 C1



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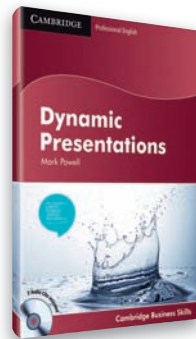
Tim Banks  
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B1 B2 C1 C2



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## International Negotiations

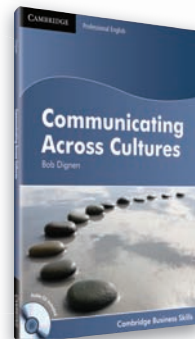
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## Business Goals

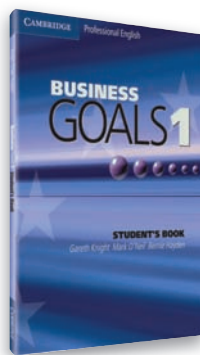
Gareth Knight, Mark O'Neil and Bernie Hayden

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Available in American English as **Business Explorer**.



A1 A2

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## English for Business Communication

Second edition

Simon Sweeney

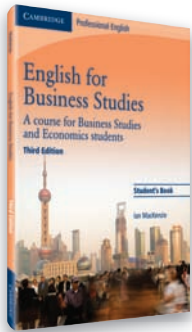
INTERMEDIATE TO UPPER INTERMEDIATE

This course helps learners communicate better when socialising, telephoning, presenting, taking part in meetings and negotiating.

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See also...



Blended Learning Platform  
[english360.com](http://english360.com)

See also...

**Business Benchmark**

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**The Language of Business Meetings**

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B1 B2

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www.cambridge.org/elt/inuse

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Second edition

Bill Mascull

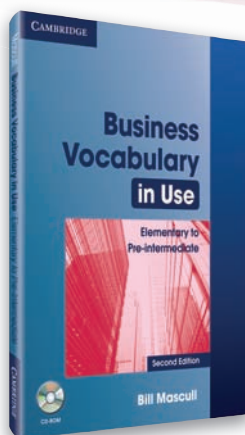
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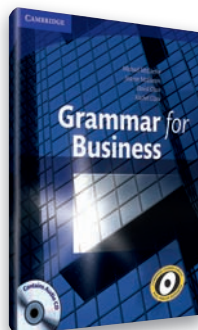
Michael McCarthy, Jeanne McCarten, David Clark and Rachel Clark

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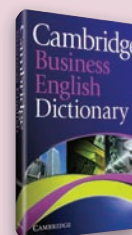
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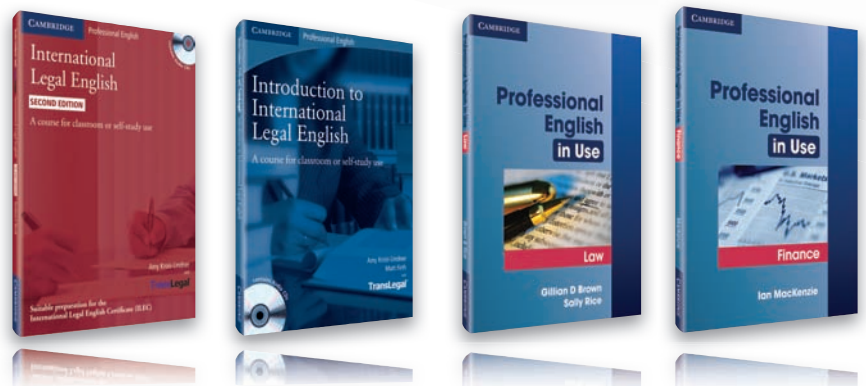
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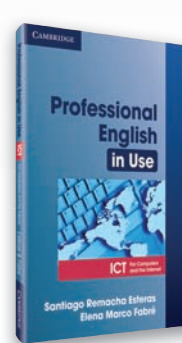
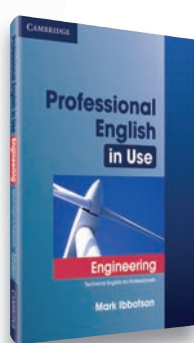
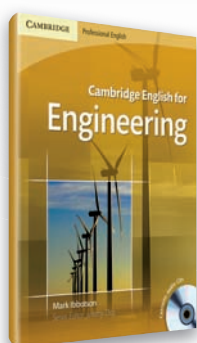
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 A2

 B1 B2 

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