



Exercise 4

Here is the table of contents of the book *Making Business Decisions*. What can you learn about this book?

► **A. Scan the table of contents and answer the questions. Work quickly.**

1. How many units are there? 10
2. Which units are about food companies? _____
3. Which unit is about the clothing business? _____
4. Which company makes ice cream? _____
5. On what page does the unit about supermarkets begin? _____
6. Which units have a writing exercise about "business letters?"

7. Which units are about international business or trade?

8. Which unit is about new products? _____

► **B. Talk about the contents of this book with another student.**

1. Do you know the companies in the units? Which ones?
2. Is this an interesting book? Why or why not?



CONTENTS

To the Teacher	vii
Unit 1	Kentucky Fried Chicken Corporation 1
<i>Adapting to the Japanese Market</i>	
<i>Product:</i>	Fast-Food Restaurants
<i>Themes:</i>	Franchising; Marketing Internationally
<i>Writing:</i>	Business Proposal (Introductory Lesson)
Unit 2	Johnson & Johnson Consumer Products, Inc. 15
<i>Making Ethical Decisions in Business</i>	
<i>Product:</i>	Pharmaceuticals
<i>Themes:</i>	Crisis Management; Public Relations; Ethics in Business
<i>Writing:</i>	Business Letter (Introductory Lesson)
Unit 3	Ben & Jerry's Homemade, Inc. 31
<i>Developing a Compensation Policy</i>	
<i>Product:</i>	Ice Cream
<i>Themes:</i>	Employer-Employee Relations; Socially Responsible Business
<i>Writing:</i>	Interoffice Letter (Introductory Lesson)
Unit 4	Levi Strauss & Co. 45
<i>Applying Market Research to New Product Development</i>	
<i>Product:</i>	Clothing
<i>Themes:</i>	Market Research; Saving a Failing Product
<i>Writing:</i>	Interoffice Letter
Unit 5	Stew Leonard's Dairy store 59
<i>Satisfying the Supermarket Customer</i>	
<i>Product:</i>	Groceries
<i>Themes:</i>	Retail Sales; Listening to the Customer
<i>Writing:</i>	Business Letter; Suggestions
Unit 6	Airbus Industrie and the Boeing Company 75
<i>Negotiating International Trade Agreements</i>	
<i>Product:</i>	Airplanes
<i>Themes:</i>	Government/Industry Relations; International Trade
<i>Writing:</i>	Interoffice Letter
Unit 7	Kidselebration, Inc. 89
<i>Expanding a Small Children's Products Business</i>	
<i>Product:</i>	Children's Music Tapes
<i>Themes:</i>	Copyrights and Trademarks; Creating New Products and Markets
<i>Writing:</i>	Business Letter
Unit 8	Akzo n.v. 103
<i>Responding to Environmental Concerns in Europe</i>	
<i>Product:</i>	Chemicals, Paints, Fibers, and Pharmaceuticals
<i>Themes:</i>	Environmental Regulation; Balancing Profits and Environmental Protection
<i>Writing:</i>	Business Letter
Unit 9	Perdue Farms, Inc. 119
<i>Designing an Advertising Campaign</i>	
<i>Product:</i>	Poultry
<i>Themes:</i>	Cultural Elements in Advertising; Designing Effective Advertisements
<i>Writing:</i>	Storyboard
Unit 10	Crosby Valve & Gage Company 137
<i>Choosing a Latin American Manufacturing Base</i>	
<i>Product:</i>	Valves for Steam, Gas, and Liquids
<i>Themes:</i>	Licensing and Joint Ventures; Manufacturing Internationally
<i>Writing:</i>	Business Proposal
Appendix A: Answer Key for Reviewing Background Information and Vocabulary 151	
Appendix B: Information for Exercise 5 Paired Activities 152	
Appendix C: Negotiating Strategies 154	
Tapescript 155	