

1 Communication

VOCABULARY

Choose the best word to complete each sentence.

- 1 Liam is a very *articulate* / *responsive* speaker. He expresses his ideas clearly and effectively.
- 2 The product presentation was *rambling* / *sensitive*. It included a lot of useless information, and no one really understood the point.
- 3 Your talk is limited to 10 minutes, so you need to be *responsive* / *succinct*. If you don't stick to the point, you won't have time to say everything.
- 4 Bill is *extrovert* / *focused*, so he really enjoys giving presentations. He loves being the centre of attention and talking to people.
- 5 I'm afraid I still don't know anything about the launch. The Marketing Manager gave a presentation about it, but he wasn't very *hesitant* / *coherent*. I don't think he was prepared.
- 6 I've asked Elise to attend the meeting. She's very *persuasive* / *inhibited*, and I think she can get a good deal for us.
- 7 I really enjoy listening to Pietro negotiate. He's *reserved* / *eloquent* and knows the business very well, so he speaks with great authority.
- 8 To be a *fluent* / *concise* speaker, you need to practise speaking so that your words flow naturally.
- 9 Veejay *interrupted* / *confused* Simon's talk and asked several questions. He should have waited until Simon had finished.
- 10 Let's not *clarify* / *digress* from the main point. We haven't got much time.
- 11 Speakers can *explain* / *engage* the audience by telling interesting personal stories and by making eye contact.
- 12 You have to concentrate and *listen* / *ramble* to the questions the audience asks.

IDIOMS

Complete the conversation below with the words in the box.

bush grapevine loop mouth picture stick wall wavelength

A: Have you seen Marco today?

B: No. Why?

A: Oh, I just wondered.

B: Don't beat about the¹. Why are you asking?

A: Well, I heard on the² that he's been promoted.

B: Really? Are you sure you didn't get the wrong end of the³?

A: That's why I asked if you'd seen Marco. I want to get it straight from the horse's⁴.

B: Why don't you ask Rolf? He'll know.

A: Rolf? Talking to Rolf is like talking to a brick⁵. We're never on the same⁶.

B: OK, how about Lea? I'm sure Marco's keeping her in the⁷.

A: Yeah, good idea. I'm sure Lea will put me in the⁸. Thanks for the suggestion!

SKILLS**Match the halves of the expressions.**

1 Sorry, could you	a) 'a long time'?
2 I didn't quite	b) you spell that, please?
3 Could you speak	c) catch that.
4 Could you say	d) what we've agreed.
5 Would	e) you back?
6 Sorry, I'm not	f) I know what you mean.
7 What do you mean by	g) repeat that?
8 What does	h) up, please?
9 Sorry, I	i) that again, please?
10 Sorry, I'm not sure	j) with you.
11 I'll have	k) 'too expensive' mean?
12 Can I call	l) to get back to you later.
13 Could you be	m) don't follow you.
14 Let me go over	n) a bit more specific?

2 International marketing**VOCABULARY****Match the words to make common word partnerships.**

1 marketing	a) penetration
2 market	b) retention
3 product	c) goods
4 customer	d) market
5 brand	e) feature
6 free	f) materials
7 expanding	g) group
8 focus	h) sample
9 raw	i) name
10 designer	j) strategy

**OUN
COMPOUNDS AND
OUN PHRASES****Put the words in the correct order to make sentences.**

- 1 product / launching / really / We're / a / impressive / range
- 2 good / forecasts / The / are / sales / very
- 3 increase / want / awareness / We / to / brand
- 4 thorough / doing / We're / market / extremely / research
- 5 successful / created / They / a / advertising / hugely / campaign
- 6 introduced / We've / just / card / a / customer / new / loyalty
- 7 thought / absolutely / He / an / of / brilliant / slogan / advertising
- 8 shopping / They're / highly / entering / online / the / competitive / market

SKILLS

Complete the sentences below with the words in the box.

absolutely achieve back best great mind purpose stage suggest think

- 1 The of the meeting this morning is to plan next month's launch.
- 2 What we need to today is an agreement on the budget.
- 3 I don't we could move the launch to next month, do you?
- 4 Can I that we schedule a meeting for early next week?
- 5 That's!
- 6 That's the idea I've heard for a long time.
- 7 Don't hold
- 8 Say whatever comes to
- 9 At this , we want all your ideas, however crazy you think they are.
- 10 You're right.

3 Building relationships

VOCABULARY

Circle the odd verb or verb phrase out in each group.

- 1 break off cement sever end
- 2 create damage jeopardise hurt
- 3 build up strengthen begin grow
- 4 foster maintain look after endanger
- 5 develop promise encourage promote
- 6 disrupt improve cultivate make better
- 7 restore resume establish restart
- 8 undermine sour weaken allow

**MULTIWORD
VERBS**

Match the sentence halves.

- 1 We arrived at 7.58 and the train set
- 2 Let's set
- 3 I need to catch
- 4 Alicia drew
- 5 I was looking for
- 6 I'm looking
- 7 I'm going to carry
- 8 I need to switch

- a) forward to seeing you next week.
- b) up the new contract while we continued discussing the schedule.
- c) off at eight o'clock. We barely made it!
- d) up with Freda – she's way ahead of me.
- e) on the printer. Is that OK with you?
- f) on working until I finish.
- g) Ramon this morning, but I didn't see him.
- h) up a meeting for Tuesday.

WRITING

Read the note and the background information. Write an e-mail of 75–100 words from Tom Jordan to João Pereira. Say who advised you to e-mail and why you're writing; explain your work and suggest a meeting.

Tom,

If you want to talk to someone about Brazil's petroleum industry, e-mail João Pereira (jdp44@brazchem.com). He can probably give you some facts and figures. Tell him that Judy Milligan suggested you get in touch. I worked with João in Dubai a few years ago.

Best,

Judy

Information about you:

- job – a business journalist
- current project – research on how various industries are coping with the current economic climate
- plan – produce a documentary film for TV
- Judy Milligan – old friend of yours
- travel plans – you'll be in São Paulo next month