

# Map of the book

Unit	Get on board	Experience the world		Understand the world
		Listening	Skills	Listening / Viewing
<b>1</b> <b>The changing world of work</b> <i>p2</i>	Changes in today's workplace <i>p3</i>	<b>Listening 1</b> Global employment trends <i>p4</i>  <b>Listening 2</b> Work skills that modern employers look for <i>p6</i>  <b>Language in focus</b> <i>p8</i>	<b>Career skill</b> Developing transferable skills <i>p7</i>	<b>Listening 1</b> Starting a business in college <i>p10</i>  <b>Viewing</b> Developing robots to work with humans <i>p12</i>  <b>Listening 2 – Voice of China</b> The Chinese logistics industry <i>p14</i>
<b>2</b> <b>You're hired!</b> <i>p22</i>	Important character traits for jobs <i>p23</i>	<b>Listening 1</b> "Why should we hire you?" <i>p24</i>  <b>Listening 2</b> Finding your first job <i>p26</i>  <b>Language in focus</b> <i>p28</i>	<b>Career skill</b> Improving your job interview skills <i>p25</i>	<b>Listening 1</b> Fun jobs <i>p30</i>  <b>Viewing</b> Get my job – Virtual reality animator <i>p32</i>  <b>Listening 2 – Voice of China</b> Chinese people returning from overseas <i>p34</i>
<b>3</b> <b>The corporate jungle?</b> <i>p42</i>	Important factors in modern corporations' success <i>p43</i>	<b>Listening 1</b> "Where are you working now?" <i>p44</i>  <b>Listening 2</b> An employee-friendly corporate culture <i>p46</i>  <b>Language in focus</b> <i>p48</i>	<b>Career skill</b> Adapting to a new corporate culture <i>p47</i>	<b>Listening 1</b> The origins of modern business enterprises <i>p50</i>  <b>Viewing</b> Common features of learning organizations <i>p52</i>  <b>Listening 2 – Voice of China</b> Traditional Chinese philosophy and modern business <i>p54</i>

	Over to you		Further listening
Skills	Projects	Skills	
<p><b>Listening skill</b> Listening for the speaker's attitude <i>p10</i></p> <p><b>Intercultural skill</b> Interpreting the relationship between technology and humans <i>p13</i></p> <p><b>Critical thinking skill</b> Evaluating figures or statistics used to support a statement <i>p15</i></p>	<p><b>Project</b> Giving a presentation on an emerging profession or job <i>p16</i></p>	<p><b>Presentation skill</b> Analyzing your audience <i>p17</i></p>	<p><b>Conversation</b> <i>p18</i> <b>Passage 1</b> <i>p19</i> <b>Passage 2</b> <i>p19</i> <b>Passage 3</b> <i>p20</i></p>
<p><b>Listening skill</b> Listening for information to write an outline <i>p30</i></p> <p><b>Critical thinking skill</b> Giving an explanation from multiple perspectives <i>p33</i></p> <p><b>Intercultural skill</b> Coping with "reverse culture shock" <i>p35</i></p>	<p><b>Project</b> Role-playing a job interview <i>p36</i></p>	<p><b>Presentation skill</b> Buying time when answering questions <i>p37</i></p>	<p><b>Conversation</b> <i>p38</i> <b>Passage 1</b> <i>p38</i> <b>Passage 2</b> <i>p39</i> <b>Passage 3</b> <i>p40</i></p>
<p><b>Listening skill</b> Listening for the time order of events <i>p50</i></p> <p><b>Critical thinking skill</b> Using exemplification to illustrate or define an idea <i>p53</i></p> <p><b>Intercultural skill</b> Connecting traditional wisdom with a contemporary context <i>p55</i></p>	<p><b>Project</b> Introducing a company at an on-campus recruitment event <i>p56</i></p>	<p><b>Presentation skill</b> Increasing audience enthusiasm <i>p57</i></p>	<p><b>Conversation</b> <i>p58</i> <b>Passage 1</b> <i>p58</i> <b>Passage 2</b> <i>p59</i> <b>Passage 3</b> <i>p60</i></p>

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<b>4</b> <b>Let's talk business</b> <i>p62</i>	Qualities that ensure good communication <i>p63</i>	<b>Listening 1</b> What is public relations? <i>p64</i>  <b>Listening 2</b> How to handle disagreements with your boss <i>p66</i>  <b>Language in focus</b> <i>p68</i>	<b>Career skill</b> Maintaining positive relationships in business communication <i>p67</i>	<b>Listening 1</b> Cultural differences regarding time <i>p70</i>  <b>Viewing</b> How to deal with customer disappointment <i>p72</i>  <b>Listening 2 – Voice of China</b> An American businessperson's experiences in China <i>p74</i>
<b>5</b> <b>Creating opportunities</b> <i>p82</i>	A creative idea you know about <i>p83</i>	<b>Listening 1</b> Innovation in the tech industry <i>p84</i>  <b>Listening 2</b> Two approaches to the development of technology <i>p86</i>  <b>Language in focus</b> <i>p88</i>	<b>Career skill</b> Improving your innovation skills <i>p85</i>	<b>Listening 1</b> A new virtual reality product <i>p90</i>  <b>Viewing</b> Creative thinking: How to connect the dots <i>p92</i>  <b>Listening 2 – Voice of China</b> Innovations at the Palace Museum <i>p94</i>
<b>6</b> <b>Making a difference</b> <i>p102</i>	Corporate social responsibility and professionalism <i>p103</i>	<b>Listening 1</b> What is corporate social responsibility (CSR)? <i>p104</i>  <b>Listening 2</b> Rules and expectations for employees <i>p106</i>  <b>Language in focus</b> <i>p108</i>	<b>Career skill</b> Making ethical decisions in your career <i>p107</i>	<b>Listening 1</b> A failed CSR campaign <i>p110</i>  <b>Viewing</b> How to implement CSR <i>p112</i>  <b>Listening 2 – Voice of China</b> The story of Run Run Shaw <i>p114</i>
<b>Appendix</b> <i>p122</i>				
U校园智慧教学云平台使用指南 <i>p123</i>				

	Over to you		Further listening
Skills	Projects	Skills	
<p><b>Listening skill</b> Listening for examples <i>p70</i></p> <p><b>Critical thinking skill</b> Gaining positives from negative experiences <i>p73</i></p> <p><b>Intercultural skill</b> Analyzing the impact of cultural values on communication <i>p75</i></p>	<p><b>Project</b> Giving a training session about foreign business etiquette <i>p76</i></p>	<p><b>Presentation skill</b> Observing your audience's reaction <i>p77</i></p>	<p><b>Conversation</b> <i>p78</i> <b>Passage 1</b> <i>p79</i> <b>Passage 2</b> <i>p79</i> <b>Passage 3</b> <i>p80</i></p>
<p><b>Listening skill</b> Identifying emotive language used for persuasive purposes <i>p90</i></p> <p><b>Critical thinking skill</b> Thinking in creative ways <i>p93</i></p> <p><b>Intercultural skill</b> Preserving and reviving cultural heritage <i>p95</i></p>	<p><b>Project</b> Presenting a development proposal for an innovative product <i>p96</i></p>	<p><b>Presentation skill</b> Making a pitch <i>p97</i></p>	<p><b>Conversation</b> <i>p98</i> <b>Passage 1</b> <i>p99</i> <b>Passage 2</b> <i>p99</i> <b>Passage 3</b> <i>p100</i></p>
<p><b>Listening skill</b> Listening for clues to determine the development of events <i>p110</i></p> <p><b>Critical thinking skill</b> Avoiding oversimplification <i>p113</i></p> <p><b>Intercultural skill</b> Identifying shared values across cultures <i>p115</i></p>	<p><b>Project</b> Making an enterprise publicity video <i>p116</i></p>	<p><b>Presentation skill</b> Preparing a script for a video <i>p117</i></p>	<p><b>Conversation</b> <i>p118</i> <b>Passage 1</b> <i>p118</i> <b>Passage 2</b> <i>p119</i> <b>Passage 3</b> <i>p120</i></p>