

CONTENTS

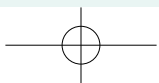
Unit	Scenario	Set the task	Prepare for the task
Unit 1 Announce a team building event P1	David Johnson, a secretary in Bolton Ltd., is asked to announce a team building event to the company's new staff.	A conversation about the plan for the team building event	Listening A conversation about the details of the team building event Reading Schedule of the team building event
Unit 2 Write a hotel reservation email P17	Margaret Jones, a secretary in an association, is asked to write a hotel reservation email for an annual business meeting.	A conversation about the background information of the meeting	Listening A conversation about the detailed requirements of the meeting Reading An advertisement of the Holloway Hotel
Unit 3 Write a quick operation guide P33	Chen Jie, a technician in Bright Future Co., Ltd., is asked to write a quick operation guide for the newly-bought projectors.	A conversation about Chen Jie's task of writing a quick operation guide	Reading A manual for the new projector Listening A conversation about some problems with the use of the projectors
Unit 4 Reply to technical enquiries P49	Nick Brown, a new technician in Core Digi Company, is asked to reply to two customers' technical enquiries.	A conversation about the two customers' technical enquiries	Reading FAQs about technical problems of the company's smart phones Listening A conversation about some other technical problems of the company's smart phones
Unit 5 Make a business trip itinerary P65	Li Yue, a new assistant in C&W Publications, is asked to make an itinerary for Professor Payne's visit to Beijing.	A conversation about a new book and its writer	Reading An invitation email to Professor Payne and a reply email from him Listening A conversation about the details of Professor Payne's visit to Beijing



	Develop the strategies	Fulfil the task	To extend
	Structure of an oral announcement Useful expressions of an oral announcement	Make an oral announcement of the team building event	Two fun team building activities
	Structure of a hotel reservation email Useful expressions of a reservation email	Write a hotel reservation email for the annual business meeting	Different types of hotel rooms
	Language style of an operation guide Use of imperative sentences	Write a quick operation guide for the projectors	How to maintain electronic office equipment
	Main steps in replying to technical enquiries Useful expressions for customer care	Reply to the customers' technical enquiries	5G changes life
	Structure of an itinerary Useful expressions of an itinerary	Make a business trip itinerary for Professor Payne	Interesting facts about the Forbidden City



Unit	Scenario	Set the task	Prepare for the task
<p>Unit 6 Receive a business client P81</p>	<p>Lin Shu, an executive assistant in Metals Securities, is asked to receive Tom Brian, the deputy head from B&G Company.</p>	<p>A conversation about Mr Brian's visit to the company</p>	<p>Reading A profile of Mr Brian's growth and success</p> <p>Listening A conversation about Mr Brian's character, interest and hobbies</p>
<p>Unit 7 Write a market research report P97</p>	<p>Yang Tao, a sales assistant in Foodelico Ltd., is asked to do some research on energy drinks market in New Zealand and write a report to present the results.</p>	<p>A conversation about Yang Tao's task of writing a market research report</p>	<p>Reading Three charts of the energy drinks market in New Zealand</p> <p>Listening Four interviews with customers about their feedback on the company's new energy drink</p>
<p>Unit 8 Introduce a new product P113</p>	<p>Penny Rogers, a trip advisor in L&P Group, is asked to recommend a new travel package to customers.</p>	<p>A conversation about the new travel package and Penny's task of introducing it</p>	<p>Reading A poster about the travel package from Manila to Beijing</p> <p>Listening A conversation about the needs of the customers</p>
<p>Unit 9 Reply to customer queries P129</p>	<p>Zheng Wen, a salesperson in Lead Arts & Crafts Company, is asked to reply to customer queries about the new products at a fair.</p>	<p>A conversation about the China Import and Export Fair and Zheng Wen's task at the fair</p>	<p>Reading A catalogue of the company's three products</p> <p>Listening A conversation about the discount and lead time of the products</p>
<p>Unit 10 Write an order confirmation email P145</p>	<p>Wang Rui, a sales representative in Fashion Library, is asked to write an order confirmation email to a UK client.</p>	<p>A conversation about the new order from the UK client</p>	<p>Reading An order email for four products from the client</p> <p>Listening Two conversations about the stock and delivery of the products</p>





	Develop the strategies	Fulfil the task	To extend
	<p>How to pick up a client at the airport</p> <p>Useful expressions when picking up a client at the airport</p>	Make small talk with Mr Brian	Local snacks in Guangzhou
	<p>Techniques of reading a chart</p> <p>Useful expressions of chart description</p>	Write a market research report of the new energy drink	Why market research is important to a business
	<p>Structure of an introduction speech</p>	Introduce the new travel package to customers	Jiaohe Ancient City
	<p>Useful expressions of replying to queries</p>	Reply to customer queries	Jingdezhen Porcelain
	<p>Structure of an order confirmation email</p> <p>Useful expressions of an order confirmation email</p>	Write an order confirmation email	Shanghai Port