

# Map of the book

Unit	Get on board	Experience the world
<b>1</b> <b>The changing world of work</b> <i>T2</i>	Changes in today's workplace <i>T3</i>	<b>Listening 1</b> Global employment trends <i>T4</i> <b>Listening 2</b> Work skills that modern employers look for <i>T6</i> <b>Language in focus</b> <i>T8</i>
<b>2</b> <b>You're hired!</b> <i>T22</i>	Important character traits for jobs <i>T23</i>	<b>Listening 1</b> "Why should we hire you?" <i>T24</i> <b>Listening 2</b> Finding your first job <i>T26</i> <b>Language in focus</b> <i>T28</i>
<b>3</b> <b>The corporate jungle?</b> <i>T42</i>	Important factors in modern corporations' success <i>T43</i>	<b>Listening 1</b> "Where are you working now?" <i>T44</i> <b>Listening 2</b> An employee-friendly corporate culture <i>T46</i> <b>Language in focus</b> <i>T48</i>
<b>4</b> <b>Let's talk business</b> <i>T62</i>	Qualities that ensure good communication <i>T63</i>	<b>Listening 1</b> What is public relations? <i>T64</i> <b>Listening 2</b> How to handle disagreements with your boss <i>T66</i> <b>Language in focus</b> <i>T68</i>
<b>5</b> <b>Creating opportunities</b> <i>T82</i>	A creative idea you know about <i>T83</i>	<b>Listening 1</b> Innovation in the tech industry <i>T84</i> <b>Listening 2</b> Two approaches to the development of technology <i>T86</i> <b>Language in focus</b> <i>T88</i>
<b>6</b> <b>Making a difference</b> <i>T102</i>	Corporate social responsibility and professionalism <i>T103</i>	<b>Listening 1</b> What is corporate social responsibility (CSR)? <i>T104</i> <b>Listening 2</b> Rules and expectations for employees <i>T106</i> <b>Language in focus</b> <i>T108</i>

Understand the world	Over to you	Further listening
<p><b>Listening 1</b> Starting a business in college <i>T10</i></p> <p><b>Viewing</b> Developing robots to work with humans <i>T12</i></p> <p><b>Listening 2 – Voice of China</b> The Chinese logistics industry <i>T14</i></p>	<p><b>Project</b> Giving a presentation on an emerging profession or job <i>T16</i></p>	<p><b>Conversation</b> <i>T18</i></p> <p><b>Passage 1</b> <i>T19</i></p> <p><b>Passage 2</b> <i>T19</i></p> <p><b>Passage 3</b> <i>T20</i></p>
<p><b>Listening 1</b> Fun jobs <i>T30</i></p> <p><b>Viewing</b> Get my job – Virtual reality animator <i>T32</i></p> <p><b>Listening 2 – Voice of China</b> Chinese people returning from overseas <i>T34</i></p>	<p><b>Project</b> Role-playing a job interview <i>T36</i></p>	<p><b>Conversation</b> <i>T38</i></p> <p><b>Passage 1</b> <i>T38</i></p> <p><b>Passage 2</b> <i>T39</i></p> <p><b>Passage 3</b> <i>T39</i></p>
<p><b>Listening 1</b> The origins of modern business enterprises <i>T50</i></p> <p><b>Viewing</b> Common features of learning organizations <i>T52</i></p> <p><b>Listening 2 – Voice of China</b> Traditional Chinese philosophy and modern business <i>T54</i></p>	<p><b>Project</b> Introducing a company at an on-campus recruitment event <i>T56</i></p>	<p><b>Conversation</b> <i>T58</i></p> <p><b>Passage 1</b> <i>T58</i></p> <p><b>Passage 2</b> <i>T59</i></p> <p><b>Passage 3</b> <i>T60</i></p>
<p><b>Listening 1</b> Cultural differences regarding time <i>T70</i></p> <p><b>Viewing</b> How to deal with customer disappointment <i>T72</i></p> <p><b>Listening 2 – Voice of China</b> An American businessperson’s experiences in China <i>T74</i></p>	<p><b>Project</b> Giving a training session about foreign business etiquette <i>T76</i></p>	<p><b>Conversation</b> <i>T78</i></p> <p><b>Passage 1</b> <i>T79</i></p> <p><b>Passage 2</b> <i>T79</i></p> <p><b>Passage 3</b> <i>T80</i></p>
<p><b>Listening 1</b> A new virtual reality product <i>T90</i></p> <p><b>Viewing</b> Creative thinking: How to connect the dots <i>T92</i></p> <p><b>Listening 2 – Voice of China</b> Innovations at the Palace Museum <i>T94</i></p>	<p><b>Project</b> Presenting a development proposal for an innovative product <i>T96</i></p>	<p><b>Conversation</b> <i>T98</i></p> <p><b>Passage 1</b> <i>T99</i></p> <p><b>Passage 2</b> <i>T99</i></p> <p><b>Passage 3</b> <i>T100</i></p>
<p><b>Listening 1</b> A failed CSR campaign <i>T110</i></p> <p><b>Viewing</b> How to implement CSR <i>T112</i></p> <p><b>Listening 2 – Voice of China</b> The story of Run Run Shaw <i>T114</i></p>	<p><b>Project</b> Making an enterprise publicity video <i>T116</i></p>	<p><b>Conversation</b> <i>T118</i></p> <p><b>Passage 1</b> <i>T118</i></p> <p><b>Passage 2</b> <i>T119</i></p> <p><b>Passage 3</b> <i>T120</i></p>