

# Contents

<b>Unit 1 Work and travel</b> .....	<b>1</b>
Text A Half work, half vacation: Meet the “workcation” .....	2
Text B The Uber workcation .....	8
<b>Unit 2 Business dining</b> .....	<b>13</b>
Text A Ingredients of a successful business dinner .....	14
Text B Chinese dining etiquette .....	20
<b>Unit 3 Dress codes</b> .....	<b>25</b>
Text A Companies ease up a bit on workers’ dress codes .....	26
Text B Dress for success: The importance of your workplace attire .....	32
<b>Unit 4 Branding</b> .....	<b>37</b>
Text A Marketing at Coachella: How brands stake claims amid the bands .....	38
Text B The basics of branding .....	44
<b>Unit 5 Advertising</b> .....	<b>49</b>
Text A Marketers can’t predict what you’ll buy—even if they use AI .....	50
Text B Tips for creating a more effective advertising strategy .....	57
<b>Unit 6 Sales promotion</b> .....	<b>63</b>
Text A Retailers’ Super Saturday set to post less-than-heroic sales numbers .....	64
Text B Developing a promotional brochure .....	70

<b>Unit 7 New product development</b> .....	<b>75</b>
Text A Paper towels, toilet paper—the latest uses for wheat straw .....	76
Text B Digital disruption in new product development: What consumer brands are doing to compete .....	82
<b>Unit 8 Online payment</b> .....	<b>87</b>
Text A Can PayPal challenge leading domestic players in the third-party payment market? .....	88
Text B China to usher in a new digital renminbi era .....	95
<b>Unit 9 Pricing strategy</b> .....	<b>101</b>
Text A How Starbucks uses the pricing strategy for profit maximization .....	102
Text B Five reasons why the pricing strategy is increasing in importance .....	109
<b>Unit 10 Cultural conflict management</b> .....	<b>115</b>
Text A Resolving cultural conflict in the workplace .....	116
Text B Three situations where cross-cultural communication breaks down .....	122
<b>Unit 11 Green energy</b> .....	<b>127</b>
Text A China’s green contributions underestimated .....	128
Text B Hydrogen to play a bigger role in green transition .....	134
<b>Unit 12 Economic zones</b> .....	<b>139</b>
Text A APEC’s new goal: The post-2020 development blueprint charts course for regional economic recovery .....	140
Text B Hainan port gets the policy boost to woo investment .....	147