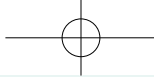


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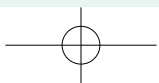
Unit	Motivating	Inputting	
Unit 1 Report an activity P1	Cathy Zhu, an assistant manager in X-Tech, is asked to organise a team building workshop and report back to all department managers.	Listening The opening speech of the team building workshop Reading A participant's recall of the details of an activity Structuring An explanation of the structure of an oral report A sample of an oral report on experiences in overcoming stress	
Unit 2 Arrange a hotel booking P17	Rachel Zheng, a clerk in H&R Technology, is asked to write an email suggesting a hotel for a business trip.	Listening A conversation about the requirements of the hotel booking Reading Profiles of three hotels Structuring An explanation of the structure of a suggestion email A sample of an email suggesting a four-day working week	
Unit 3 Draft maintenance instructions P33	Ada Wang, a technician in Horizon Innovation, is asked to draft maintenance instructions for a new model of drone.	Listening A conversation about the detailed features of the drone Reading A story about the founder of a company Structuring An explanation of the structure and language features of maintenance instructions A sample of maintenance instructions of a cooler	
Unit 4 Present a product upgrading proposal P49	Bill Li, an engineer in Elecsi Household, is asked to present a proposal for upgrading a water heater at a weekly meeting.	Listening A conversation about customers' feedback on the water heater Reading A passage about trends in the water heater industry Structuring An explanation of the structure of a proposal presentation A sample of a proposal presentation of a smart watch	

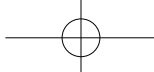


Outputting	Extending
<p>Deliver an oral report on the team building workshop</p>	<p>Listening A conversation about comments on the team building workshop</p> <p>Reading How to deal with cultural issues in a team</p>
<p>Write an email to suggest a hotel for the business trip</p>	<p>Listening A conversation about the living experiences in the hotel</p> <p>Reading Homestay as a commercial enterprise</p>
<p>Draft maintenance instructions for the drone</p>	<p>Listening A conversation about updating the maintenance instructions</p> <p>Reading The applications of drones</p>
<p>Present a proposal for upgrading the water heater</p>	<p>Listening A conversation about introducing the upgraded water heater at an exhibition</p> <p>Reading Why exhibitions really matter</p>



Unit	Motivating	Inputting	
<p>Unit 5 Introduce a company P65</p>	<p>Richard Liu, an assistant manager in Happy Doughnuts, is asked to introduce his company at a meeting with a potential client.</p>	<p>Listening A conversation about the interests of the client</p> <p>Reading A profile of the company</p> <p>Structuring An explanation of the structure of a presentation introducing a company A sample of a presentation introducing a household appliance company</p>	
<p>Unit 6 Handle customer complaints P81</p>	<p>Bill Zhang, an assistant manager in TOD Technology, is asked to write an email to a customer to resolve a complaint about the after-sales service of a printer.</p>	<p>Listening A conversation about the details of the customer's complaint</p> <p>Reading The customer's email of complaint</p> <p>Structuring An explanation of the purpose and structure of a reply to a complaint email A sample of a reply to a complaint about earplugs</p>	
<p>Unit 7 Write a market research report P97</p>	<p>Karol Wang, a project director in Forest Spring, is asked to do some market research on soft drinks and write a report to present the findings.</p>	<p>Listening A street interview about customers' drinking habits</p> <p>Reading A report of the findings from questionnaires about customers' opinions on soft drinks</p> <p>Structuring An explanation of the significance of market research and the structure of a market research report A sample of a market research report about toothpaste</p>	
<p>Unit 8 Advertise a product P113</p>	<p>Natalie Gao, an assistant director in Bella & Flora, is asked to write an advertisement for a magazine to promote the brand's new seasonal wear.</p>	<p>Listening A conversation about the features of the brand's wear</p> <p>Reading A brochure about the brand's new seasonal wear</p> <p>Structuring An explanation of the structure of an advertising copy A sample of an advertising copy for tea</p>	





Outputting

Extending

Make a presentation introducing the company to the client

Listening

A conversation about the production process in a doughnut plant

Reading

Chinese food and its food culture

Write an email in reply to the customer's complaint about the after-sales service of a printer

Listening

A conversation with the customer about the follow-up service

Reading

The legendary customer service of King Hotpot

Write a market research report about soft drinks

Listening

A speech about research findings of a new soft drink

Reading

Companies are making use of data

Write an advertising copy for the brand's new seasonal wear

Listening

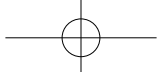
A conversation about the choice of advertising media

Reading

Language in advertising



Unit	Motivating	Inputting	
<p>Unit 9 Negotiate prices P129</p>	<p>Lisa Wu, an assistant sales director in Uoffice Manufacturing, is asked to negotiate the price of standing desks with a customer and close the deal successfully.</p>	<p>Listening A conversation about whether to grant a discount or not</p> <p>Reading The customer's email of counteroffer</p> <p>Structuring An explanation of the structure of an email in reply to a counteroffer A sample of an email in reply to a counteroffer about toys</p>	
<p>Unit 10 Process claims P145</p>	<p>Sarah Han, a sales director in JX Global Trading, is asked to reply to a claim about sports shoes.</p>	<p>Listening A conversation about the solution to the claim</p> <p>Reading A passage about a cyclone</p> <p>Structuring An explanation of the structure of an email rejecting a claim A sample of an email rejecting a claim about a backpack</p>	



Outputting

Reply to the customer's counteroffer about standing desks

Write an email in reply to the claim about sports shoes

Extending

Listening

A conversation to arrange a date to sign the contract

Reading

Critical skills during negotiations

Listening

A conversation about how the claim is processed

Reading

Turning an unhappy customer into a happy one