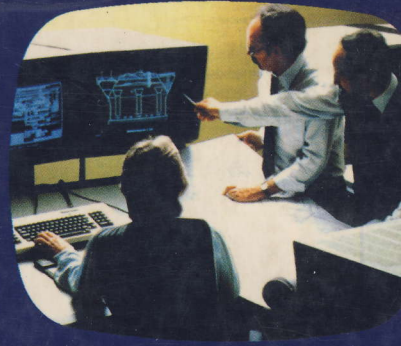
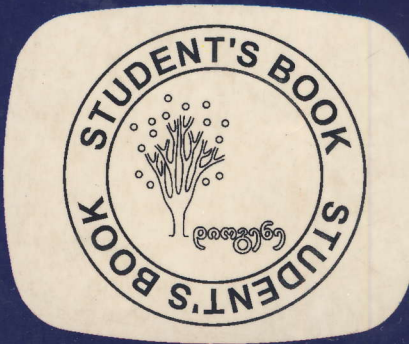
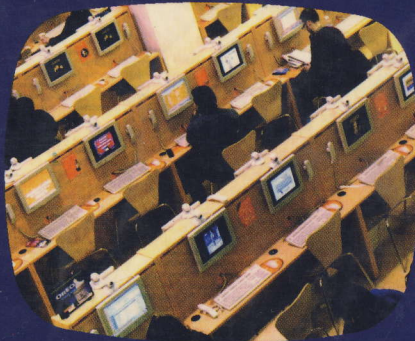


MAYA ROGAVA
MARINA TEVZAIA
NINA BESTAEVA



SUCCESS IN BUSINESS

UPPER-INTERMEDIATE
BUSINESS ENGLISH





MAYA ROGAVA

The International House (London) certificated teacher of English as a Foreign Language (Grade – B) and London Chamber of Commerce and Industry certificated teacher of Business English (certificate with distinction).

She used to teach General English at University of Western Languages and Cultures, the staff of Georgian Pipeline Company, at the Banking and Finance Academy.

She has been teaching EFL for more than 17 years at Georgian Technical University. At present – Deputy Chair of the English for Specific Purposes Department, responsible for materials and syllabus design for departments of International relations, Public Policy, International Economic Law, Banking etc. She used to work as an EFL teacher for The International Language Academy, teaching various levels and ages, Cambridge Examinations groups (PET, FCE and CAE).

At present she works for The English Language Centre, where her job is apart from teaching Business English at various levels and Business English Certificate Examination groups, designing and planning BE courses tailored to clients' needs, monitoring the work with corporate clients.



MARINA TEVZAIA

Hornby Scholar, Regional Scholar at the Iowa State University (USA). Master of Education in Teaching English for specific purposes. (Exeter University, UK).

Marina is a lecturer in English at the European School of Management (ESM Tbilisi).

Marina has extensive experience in teaching English for business and considerable expertise in the field of teacher training and development.

Marina has taught English at different tertiary level institutions (e.g. the University of Languages and Cultures) and private language schools. She has designed and taught a number of teacher training courses and seminars on General English as well as ESP.



NINA BESTAEVA

The International House (London) certificated teacher of English as a Foreign Language (Grade – B) and London Chamber of Commerce and Industry certificated teacher of Business English (certificate with distinction).

She has been teaching EFL for about 16 years. She has worked at International House Tbilisi, The International Language Academy, Public Service Language Centre at the Parliament of Georgia. Now she is working at The English Language Centre, teaching General and Business English to various levels in different age groups, preparing students for TOEFL. She has taught staff of organizations like International Organisation of Christian Charities (IOCC), Philip Morris, Georgian Pipeline Company, AES Telasi, Bank of Georgia and TBC Bank.



SUCCESS IN BUSINESS

UPPER-INTERMEDIATE BUSINESS ENGLISH

MAYA ROGAVA
MARINA TEVZAIA
NINA BESTAEVA

NICK BRIEGER, *CONSULTANT*



DIOGENE PUBLISHERS
TBILISI, GEORGIA

SUCCESS IN BUSINESS is an extensive Business English course designed for upper-intermediate students both who are in business and who are preparing for a career in business. The aim of the book is to provide skills, structures and vocabulary that will enable non-native speakers to communicate effectively in a wide range of business and social situations. The plentiful and varied activities allow the teacher to adjust the course to the specific needs of the group and the language teaching institution.

The book can be efficiently used as the substantial practice course for international examinations in Business English such as UCLES BEC, Level 2.

The course comprises a Student's Book with an appendix of the Writing File and Tapescripts, 2 audio-cassettes, and a Teacher's Book with helpful tips for a teacher and keys for tasks.

Maya Rogava, Marina Tevzaia, Nina Bestaeva
SUCCESS IN BUSINESS

მაია როგავა, მარინა თევზაია, ნინა ბესტაევა
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Editors	Nick Brieger Barrie Watson
რედაქტორები	ნიკ ბრიგერი ბარი უოტსონი
Consultant	Nick Brieger
კონსულტანტი	ნიკ ბრიგერი
Illustrator	Ia Gigolashvili
ილუსტრატორი	ია გიგოლაშვილი
Design and layout	Giorgi Bagrationi
დიზაინი და დაკაბადონება	გიორგი ბაგრატიონი

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The growing importance of English as a world language has led to an unparalleled increase in the number of learners around the globe. And this boom in language learning has been matched by a corresponding growth in the number of published books for those wishing to learn the language. So why, you may wonder, do we need another book? The answer is simple. We believe that 'Success in Business' is both different from other books and satisfies a need not currently catered for by other titles on the market. In particular, 'Success in Business' has been specifically developed for the Georgian learner. This is reflected in the book's content: the choice of topics, language and communication; the local context also underpins the methodology, which has been designed with the Georgian learner and the Georgian classroom firmly in mind. In short, every detail has been carefully selected and developed to provide learners with a course which aims to be both comprehensive, stimulating and satisfying. We hope that teachers will enjoy working with it and that learners will enjoy learning from it. And most of all, we hope that it will give all its users an insight into how to achieve 'Success in Business'.

Nick Brieger
York
June 2002

The British Council is supporting several projects in the field of English Language Teaching in Georgia. What these projects have in common is that they are all looking for solutions to national ELT problems, and they all emphasize the belief that the best solutions are found by Georgian ELT professionals who have access to the most up-to-date international experience.

I consider that the project in Business English, which has culminated in the publication of 'Success in Business,' is a strong example of the kind of project that we are pleased to support.

We now have, in 'Success in Business,' a textbook in English for Business which is adapted to the special needs of the Georgian learner, which has been extensively piloted in Georgian classrooms, and which is based on a modern view of language - and language learning - as communication. We also have, in Maya Rogava, Marina Tevzaia and Nina Bestaeva, a team of teachers who have accumulated considerable experience in all aspects of the teaching of English for Business. They have received extensive training in UK as well as in Georgia, they have themselves conducted in-service training courses for other potential teachers of English for Business, and they have worked closely with Nick Brieger, an internationally recognised author and authority in English for Business.

I have no doubt that both learners and teachers will find 'Success in Business' a stimulating and effective classroom resource. And I am proud that the British Council has been able to lend its support to the Business English project and to the writing of this textbook.

Barrie Watson
The British Council
Georgia
June 2002.

To the Student

SUCCESS IN BUSINESS is an extensive business English course designed to bring the real world of international business into the language learning classroom.

This book is an upper-intermediate course for business people or those preparing for a career in business.

If you are already in business, the book will help you improve your ability to communicate more effectively in different business and social situations, and will provide you with useful language and skills to efficiently achieve your goals.

If you are a student of business, by the end of the course you will develop communication skills you need to start your career and further succeed in business. It will also enlarge your knowledge of modern business language.

SUCCESS IN BUSINESS can be effectively used by those preparing for international examinations in Business English, i.e. UCLES BEC Level 2, as it meets most of the demands of the exam specifications.

The book consists of 24 units covering the most important topics within the world of business. Each unit provides you with informative text(s) followed by activities practising vocabulary and/or structures presented in the text. Besides, you will find substantial listening material, which reflects various functional situations and/or vocabulary.

Working with this book will be a good investment in the fulfillment of your ambitions, and will lead you to a successful place in the new millennium.

The group of authors would like to thank you for choosing this textbook which, we hope, is the best value for money and time spent on it.

The authors.

For further information or your comments, please contact:

Name	Telephone	E-mail
Maya Rogava	(995 32) 343 783/933 999	maikor@yahoo.com/ELC@geo.net.ge
Marina Tevzaia	(995 32) 523 665	marinatevzaia@yahoo.co.uk
Nina Bestaeva	(995 32) 956 022/933 999	nbest@geo.net.ge

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Name	Telephone	E-mail
Maya Rogava	(995 32) 948 723 222 222	mayarogava@geocities.com
Manna Tsvitina	(995 32) 948 222 222	manntsvitina@geocities.com
Irina Barakova	(995 32) 948 723 222 222	irinabarakova@geocities.com

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UNIT 3

AT THE TRADE FAIR/CONFERENCE

OBJECTIVES:



To raise your awareness of trade fairs and conferences

To increase your knowledge of and practise using the grammar areas of:

- polite forms, e.g. could/would
- past simple vs. present perfect
- prepositions of time

To extend your knowledge of and practise using the vocabulary around the topics of:

- trade fairs and conferences

To extend your knowledge of and practise situational language:

- at the trade fair/conference

To extend your knowledge of and practise functional language for:

- accepting and rejecting an invitation
- giving opinions, evaluating

To develop and practice the communication skills of:

- discussion
- writing a letter of invitation
- writing a letter of accepting/rejecting an invitation

PART ONE INVITATION TO THE EVENT

A. INFORMATION

I. LEAD-IN

Think about trade fairs and conferences and answer the following questions.
Have you ever attended a trade fair/conference?

YES

- When did you attend it?
- What was it about?
- What did you do?

NO

- When did you last watch one?
- What was it about?
- What was your impression?

conference/
trade fair

So what is a conference or a trade fair?

The words and phrases provided in the box below can be used to form definitions of a conference and a trade fair.

discuss, formal, talk, meeting, settle matters, actions to be taken, common interest, reach decision,
commercial, exhibition, sellers, industrial, meet, do business, buyers, group of commodities

Now work with your partner and make your own definitions.

For example, a conference is a formal meeting between people who share the same business interests. At a trade fair companies get together to present their products or services.

II. READING



Now you will read some information about an international conference in Tbilisi.

Task. Now read the text and decide if the following statements are true or false. Put T or F in the spaces provided. Back up your answers by referring to the text. The first one has been done for you.

1. The conference lasts a week. F
2. The conference delegates work for 6 hours per day. _____
3. If you are a conference delegate your travel will be arranged by a travel agency. _____

4. The conference will deal with marketing problems. _____
5. There is a special event arranged for the delegates. _____
6. There are no payment options. _____
7. The delegates will pay in cash. _____
8. In case you do not attend the conference you will get a full refund. _____
9. The proceedings are included in the fee. _____
10. There are no additional copies available. _____

INFORMATION ON AN INTERNATIONAL CONFERENCE

Those who are interested in Finance, who work with figures or manipulate and manage money of a company, will find this event extremely useful. Top financial experts from 20 leading countries and companies are getting together to share their experiences, inform about new trends and approaches in money management. All the well-known company financial managers have already received our official invitations and the majority have responded positively. If you haven't decided, could you make up your mind as soon as possible? Do you think you could write, fax or e-mail your response? Would you pass on the information to those who will be happy to attend? Can you let us know whether you wish to make a presentation or just attend? Can we enter your name into the list of participants? Here is the finalised flier with the detailed information about our event.

Dates

Monday 8 to Friday 12 April, 2001

The Conference opens at 10.00 hrs on Monday 8 April and closes at approximately 17.00 hrs on 12 April, with an hour lunch break.

Venue

The Paradise Hotel, Tbilisi, Georgia.

Travel

Travel can be arranged through International Global Travel, first floor, 3 Asatiani street, Tbilisi, Georgia.

Tel: 095 303 4456 or fax: 095 303 5657

Please quote ref. "International Conference on Finance"

Conference Gala Dinner

Cocktail reception and dinner on 8 April at 20.00 hrs.

Fees

Delegates have the choice of two options:

1. You pay \$1000 + \$75 VAT for the full package: registration, proceedings, conference, workshop, refreshments, accommodation, gala dinner, and courtesy coach travel – Tbilisi Airport or station.
2. You pay \$75 + \$130 VAT without accommodation or gala dinner.

Payment

You pay in cash or by bank transfer: Cheques available to Georgian Business Centre – ACCESS/VISA

There are several options:

- Advance payment – you pay Mr Leo Asatiani, conference payments manager;
- On the spot – at the desk while registration ;
- If you are a presenter - +\$20 for facilities you will need ;

Cancellations

Must be notified in writing and are subject to an administrative charge

(-50%) before 9 March.

No attendance = no refund

Proceedings

Every presentation is in English. A bound copy of the proceedings is included in the registration fee.

Additional copies are available at the discounted rate of \$50 per copy.

B. LANGUAGE AND COMMUNICATION

I. VOCABULARY



Check that you know the meaning of the following words/expressions.

WRITING FILE

Writing is one of the essential forms of communication in business. This section offers help in writing letters, memos, CVs, and reports.

□ LETTERS

Letters represent the sender's company and should therefore make a good impression. To write an effective letter you should follow the five Cs. Your written work must be coherent, clear, concise, courteous, and correct.

- ✓ *Coherent* progresses logically, after starting with a clear statement of purpose
- ✓ *Clear* is written in simple, easy-to-follow, unambiguous language
- ✓ *Concise* is short and to the point
- ✓ *Courteous* contains frequent use of "you", and is written in a tactful, friendly style that indicates concern for the reader
- ✓ *Correct* states place, date, time, and other facts accurately, and displays correct spelling, punctuation, and grammar.

In a letter *what* is written is as vital as *how* it is presented. The language of a business letter is rather formal. Contractions like *It's*, *we'll*, *there's* and words and phrases typical of informal speech like *big*, *OK*, *nice*, *no way*, *fantastic* should not appear in business letters. There are various styles appropriate to business letters.

The typical components are:

1. greeting
2. introduction
3. main part
4. closing
5. farewell

The following are examples of different types of business letter.

➤ A LETTER OF COMPLAINT

Salerno Sistemi
Galleria Mediterranea
84100 Salerno
Italy

Mr Boehm
Woodwork Ltd.
96 Rosewall Drive
Southtown
SO3 4BT
UK

Your ref: AE/677
Our ref: Ord. B7685

15 July 20__

Dear Mr Boehm

Our July shipment of frames arrived on schedule, but unfortunately 100 of them were badly damaged.

We telephoned your shipping department twice last week and were told that the matter would be investigated immediately. However, we have not heard from them.

Since we want to enter a claim for the damage promptly and order more frames to replace the broken ones, we would appreciate your immediate attention to our problem. Please telephone Ms Lopez before Friday so that she can proceed with the necessary paper work.

Yours sincerely
Gaetano Santilli

Gaetano Santilli
Purchasing Manager

1 – the letterhead includes the name and address of the sender; 2 – the addressee; 3 – the addressee's reference; 4 – the sender's reference; 5 – the date; 6 – the greeting; 7 – introduction (in this case the reason for writing); 8 – the main part; 9 – closing (in this case the request for actions); 10 – the farewell; 11 – the signature; 12 – the name and position of the person writing the letter.

TAPESCRIPTS

UNIT 1 PART ONE

COMPANY TYPES INTRODUCING COMPANIES

- Nickolas: Hello, Junko
- Junko: Nickolas! Nice to see you! Do you know Mr Wright?
- Frank: Oh, I've heard so much about you! It's so nice to put a face to a name!
- Mr Wright: I'm very pleased to meet you! Is this the first time you've been at this conference?
- Frank: Yes, in fact I was at the international conference in Washington last year. I was presenting a business association from Korea.
- Mr Wright: Interesting. We don't often get to meet people working in Korea.
- Frank: Well, you know, that's not too surprising. Korea is a country where democracy has slowed down government decision-making. It's not easy to get decisions from the government. And another problem is that it reduced the power of big business groups. All this, of course, created freer markets, and more opportunities for small businesses.
- Mr Wright: Well, the problem of small businesses as well as multinationals seems to be a burning one for today's conference. Not surprising, of course - businesses in many countries tend to develop in these two directions - small businesses, like private language schools and multinationals, large companies operating in many countries, like BP for instance.
- Jack: If you ask me, I would vote for big business, big businesses make a lot of money in Hong Kong. For example, tourism is big business; it is the third largest source of foreign exchange and employs about 180,000 people.
- Nickolas: Oh, I quite agree with you regarding big businesses. Our chemicals concern, Du Lunx, makes huge profits annually.
- Jack: Where's that based?
- Nickolas: In Paris.
- Mr Juanshua: Excuse me. May I join you?
- Mr Wright: Oh, Luao, it's great to see you again!
- Mr Juanshua: Yes, good to see you all again! I have some good memories of last year's conference.
- Mr Wright: How are things in China? Do you still work for the same company?
- Mr Juanshua: That's right. I still do.
- Mr Wright: And how is democracy coming on in the world's most populous country?
- Mr Juanshua: Moving along very nicely thanks. For one thing the government has promised to reduce its interference in the economy and decided to rely on private enterprise to stimulate economic growth. They realise that the preservation of a system of free enterprise, private enterprise is essential to economic development and freedom.
- Mr Wright: And where do you work?
- Mr Juanshua: I work for a private enterprise "Shunko". Shunko is a Limited Company (Ltd) and we produce leather hand-made goods and Chinese embroidery. Generally, China depends more on small and medium-sized businesses for jobs than on large corporations, which very often take over small companies. During the revolution many private companies were bought by the state and brought into the public sector. In other words, they were nationalised and therefore, state-owned. But now democratic processes are under way and the state is returning companies to the private sector. So the companies are being privatised again. These privatised companies are often the ones responsible for the public supply of electricity and water and gas.
- Mr Wright: I worked in China for several months and I noticed that there are quite a few sole traders - a lot of them in fact in big cities like Beijing.
- Mr Juanshua: Oh, certainly, sole traders can afford to run their own business, particularly the ones connected with retailing of household goods, hand-made embroidery, things like that.
- Mr Wright: Well, it's almost 2 o'clock. Time for the next session. There's a Canadian - Atheridge - who's going to make a presentation. He's the general director of a conglomerate which was formed last year by joining together three different chemical firms. They produce cosmetics and paints. I'd like to listen to him. Are you all coming?
- Others: Sure... Of course ... Should be interesting.
- Junko: Good, And hope to see you all at the get-together party in the evening.

UNIT 2 PART TWO

INSIDE COMPANIES JOBS AND RESPONSIBILITIES

SPEAKER 1. Hello, my name is Ann Smitson and I run one of the major departments of our company. We do quite a lot in our department. We look after the advertising for our product, we investigate markets, carry out product planning activities, and we also deal with sales - domestic and export. And what else, ... yes, of course, we also deal with customers' problems and complaints after sales. At the moment we are entering a new market in the Middle East. So we're really busy right now- analysing the results of surveys that we've carried out. We've done surveys to investigate customers' needs in the new region, to try and estimate potential profit or loss and so on.

SPEAKER 2. Right, my department is the smallest in the company. Oh, sorry, I'm John Bright. But the work we do is extremely important. Basically what we do keeps the company alive and progressing. The reason is very simple; we design new products or look at ways of improving the products we generally make. And believe me, it's a really exciting