Table of contents

Unit	Unit		
1	Working together	 talk about jobs and industries write your profile respond to different communication styles discuss on-the-job training 	5
2	Business processes	 describe processes and core operations review and solve problems with processes write a report read recommendations from business practice 	11
3	Project management	 discuss schedules and clarify next steps request and examine a Proposal for Services read about Scrum and knowledge management 	17
4	International teams	 communicate about operations and logistics practise teleconferencing language practise dealing with conflict examine cultural differences 	24
5	Sustainable business	 explore sustainability review financial performance pitch financial services practise business storytelling and reporting 	30
6	Managing people	 debate the pros and cons of workplace conditions recount an HR incident practise giving feedback discuss assessment methods 	36
7	Meeting demand	 contrast marketing practices practise networking discuss intellectual property issues handle formal correspondence discuss brands and social marketing 	43
8	Public relations	 discuss codes of business conduct handle difficult questions explore corporate social responsibility write a press release deal with social media for PR 	48
	Progress checks		54
	Answer key (exercises and progress checks)		58
	Transcripts		68