

HEINLE ELT

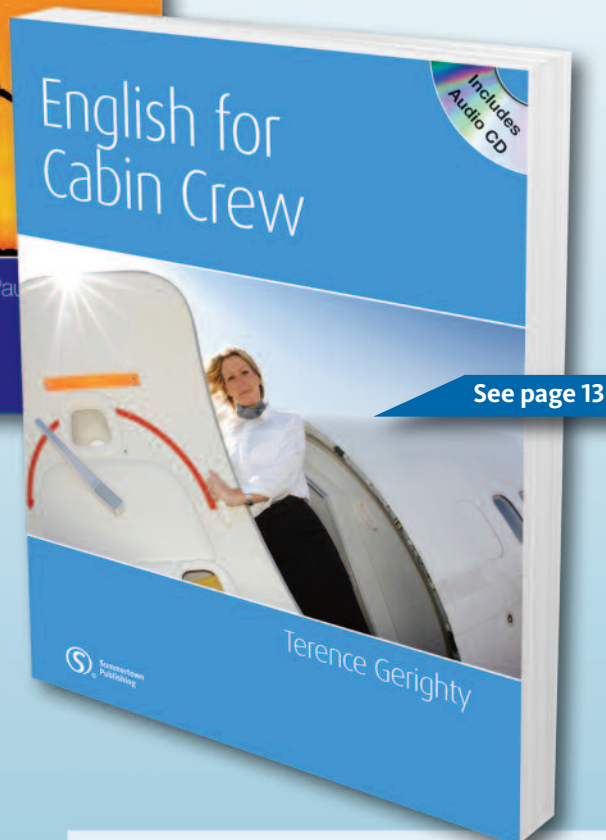
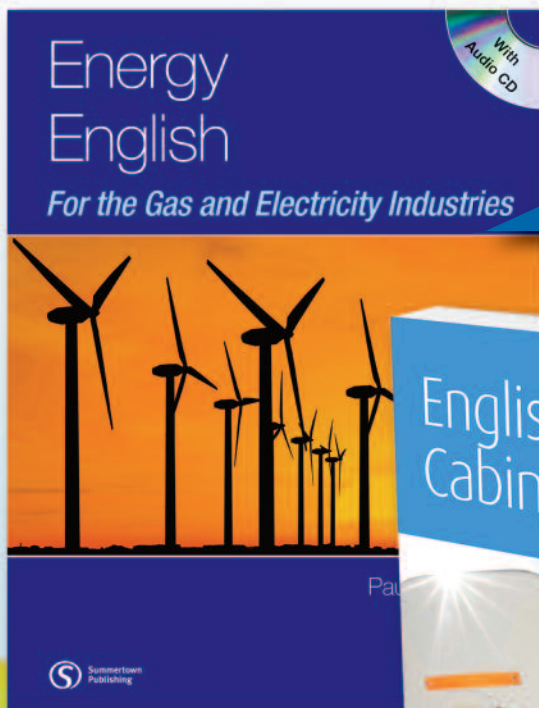
2010 Business Catalogue



2010 HIGHLIGHTS

English for Specific Purposes Series

Target language learning for specific businesses and industries



Are **you** working in an industry which requires specific English language materials? If so, we would like to hear from you—perhaps our next ESP title will be inspired by you!
elt.heinle@cengage.com

Welcome to the 2010 Heinle ELT Business Catalogue

This year we are proud to present the Heinle ELT business list in a separate catalogue. Towards the end of last year Cengage Learning acquired the Marshall Cavendish and Summertown Publishing lists bringing a wealth of new materials across the adult, exam and business lists.

Summertown Publishing is known for its high quality business and English for Specific Purposes (ESP) titles, especially the dedicated materials for the Business English Certificate (BEC). We aim to build on the success of this list and continue to publish in growing areas such as ESP.

In 2010 we are expanding our ESP series with English for Cabin Crew (see page 13), a communicative course which teaches and practises the language needed when carrying out pre- and in-flight duties.

Are you working in an industry which requires specific English language materials? If so, we would like to hear from you—perhaps our next ESP title will be inspired by you!

Our authors and editors are specialists in writing and teaching business English so you'll find our materials are relevant and up-to-date in teaching English in today's business world.

We hope you enjoy browsing this catalogue. For further information please contact your local representative or write to us at the email address below.

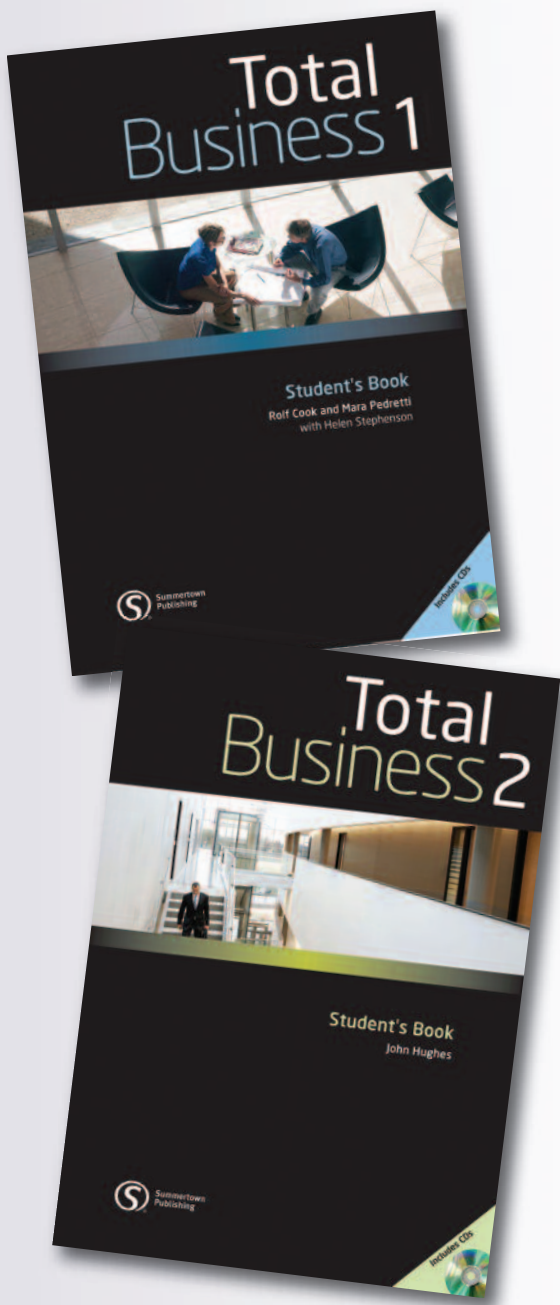
Wishing you a successful year of teaching.

Heinle ELT team



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TOTAL BUSINESS

Providing a complete package for the world of work

Mara Pedretti, Rolf Cook, Helen Stephenson, John Hughes,
Paul Dummett, Colin Benn

Level: Pre-Intermediate to Upper Intermediate • CEF Level: B1 – C1

Total Business is a three-level business English course for pre-work students and business people wishing to improve their English and their employment prospects. It is also suitable for in-company training.

BUSINESS SKILLS

7.2

Selling

READING

- 1 What are the qualities of a successful salesperson? Make a list of your ideas.
- 2 Read the guide to selling below and choose the best word A, B, C or D to fill gaps 1-15.

How to sell ...



It's not quite true that a great salesperson can sell anything to anyone. For a (1) _____, they might not need it – and sales is all about meeting needs. (2) _____, selling is one of those things that can happen to anyone, no (3) _____ what their job description, so here are the basics.

Step 1 *Build trust*
You need to (4) _____ must with the person to whom you are selling. They don't have to be your best friend but essentially people don't buy from people they hate or distrust.

Step 2 *Don't misunderstand the customer*
Understand the needs of the other person. Then it's up to the salesperson to (5) _____ that the benefits of their goods or services match the requirements. Without that, you have no sale.

Step 3 *Ask clever questions*
Ask questions to find out what the customer's problems and issues are. Then think (6) _____ what the needs must be. It's often more (7) _____ than asking the obvious, 'What do you need?'

Step 4 *Know your stuff!*
It (8) _____ without saying know your product and understand the marketplace into (9) _____ you are selling.

Step 5 *Don't confuse people with* (10) _____
You need to know every product specification but your customer doesn't. Essentially, he or she needs to know how it will make their life (11) _____. If later on they want the dimensions, they'll find it on your website.

Step 6 *Salespeople are not necessarily born*
The classic (12) _____ of a salesperson is someone who is outgoing. But like customers who come in all personality types, sales people can (13) _____. The main thing is to be able to reflect and react to a customer's personality.

Step 7 *Be prepared to fail*
It doesn't matter how good you are, you will get (14) _____. Sales is full of knockbacks so don't get hung up on it. (15) _____ on to the next customer.

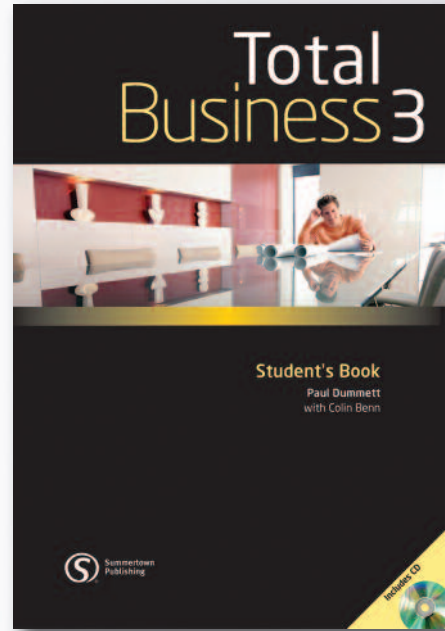
1 A beginning	B start	C customer	D first
2 A However	B Although	C Because	D Whatever
3 A much	B more	C way	D matter
4 A set up	B find	C establish	D know
5 A perform	B compare	C present	D demonstrate
6 A along	B through	C out	D across
7 A clear	B efficient	C effective	D better
8 A goes	B moves	C does	D makes
9 A what	B which	C whom	D where
10 A details	B offers	C discounts	D prices
11 A good	B better	C well	D best
12 A vision	B look	C focus	D image
13 A change	B vary	C listen	D buy
14 A sent back	B recruited	C turned down	D contracts
15 A Phone	B Try	C Move	D Contact

For all table of contents and sample pages see elt.heinle.com/totalbusiness

FEATURES

The core lessons offer:

- ▶ Modern, business-related topics to engage students and involve them in the practice of everyday business
- ▶ An integrated grammar syllabus offering extensive functional practice
- ▶ Varied activities and learner strategies to motivate and support students in their studies



LISTENING

Selling

3 7.1 Listen to five salespeople and their customers. In each case the salesperson is either following a step from the article on 'How to sell' or failing to follow it. Write the number of the step next to the salesperson and write what you think they are selling.

	Step	Product or service?
Salesperson 1	_____	_____
Salesperson 2	_____	_____
Salesperson 3	_____	_____
Salesperson 4	_____	_____
Salesperson 5	_____	_____

4 7.1 Listen again and complete the notes about each salesperson's product or services.

Downhill falls in (4) _____ but July is better. The shirt might be interested in advertising on the (2) _____.

The XRC is a huge improvement on the (3) _____ model.

- Backseat airbags
- Travels a lot to in (4)
- air conditioning

Points to mention in each call:

- Name and Price
- Ask questions about person's (2)
- Suggest (4) _____ visits to advise on home improvements

Leather Diaries

- Available in black and (6) _____ as well as brown.
- Customer wants to know price for putting company (7) _____ on the front.

BEAVIS SUPPLIES

They would like to change the (5) _____ on the old letterheads.

5 7.1 Listen for the expressions below. Write the number of the listening (1-5) in which you hear each expression.

A I know it's proved much more popular than ...	_____
B What did you have in mind exactly?	_____
C So is ... something you might be interested in?	_____
D I was wondering if you'd mind answering a few questions about ...	_____
E Perhaps ... could be useful?	_____
F Is there anything I can help you with at the moment?	_____
G Shall I put you down for ...?	_____
H It's a huge improvement on ...	_____

6 Match the expressions A-H in exercise 5 to the categories below. Write one letter on each line.

Establish customer needs: _____

▶

Suggest possible requirements: _____

▶

Compare: _____

▶

Close the sale: _____

SPEAKING

A sales conversation

7 Choose an object in the classroom. Work in pairs and take turns to sell your objects to each other. Follow the flow chart in exercise 6.

MODULE 7 SELLING 71

Total Business 1	
Student's Book with Class Audio CD	978 0 462 09861 6
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Class Audio CD	978 0 462 09864 7
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Total Business 2	
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Workbook with Key	978 0 462 09866 1
Class Audio CD	978 0 462 09868 5
Teacher's Book	978 0 462 09867 8
Total Business 3	
Student's Book with Class Audio CD	978 0 462 09869 2
Workbook with Key	978 0 462 09870 8
Class Audio CD	978 0 462 09872 2
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BEST PRACTICE

Business English in a Global Context

Bill Mascull with David Kerridge

Level: Elementary to Upper Intermediate • CEF Level: A1 – B1

Best Practice is a four-level course designed for both pre-work and in-work students.

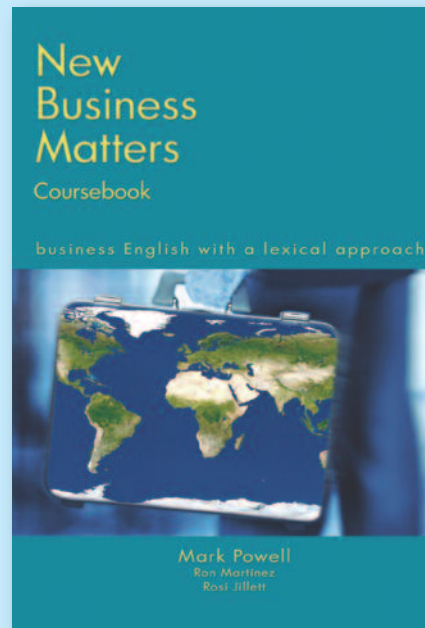
FEATURES

- ▶ Short two-page modules get straight to the point, building up basic language quickly and efficiently
- ▶ The Business across Cultures pages develop understanding of the scope and importance of culture in business
- ▶ Extensive presentation and practice of communication skills
- ▶ Comprehensive teacher support including ExamView® test-generating software and test bank

Elementary	
Student's Book	978 1 4130 0902 6
Student's Book + Audio CD Pack	978 1 4080 0763 1
Workbook	978 1 4130 0903 3
Teacher's Resource Book	978 1 4130 0904 0
Audio CD	978 1 4130 0906 4
Assessment CD-ROM with ExamView®	978 1 4130 0907 1
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For all table of contents and sample pages visit elt.heinle.com/bestpractice

Contents				
MODULE 1		INTRODUCTIONS		pages 4–19
Meet the people in <i>Best Practice</i> Elementary, and the companies they work for.				
	Grammar	Spelling	Useful Phrases	Writing
1	Where are you from?	be	countries and cities	
2	I'm a designer	g/er possessive adjectives	job names	saying who you are asking for someone
3	How many showrooms?	be negative and question forms: there is, there are, how many	numbers 0–500 phone numbers	asking to speak to someone
4	We make cars	present simple	workplaces	taking messages
5	She goes to Spain	present simple – routines	prepositions of time and place	saying where you are
6	How do you relax?	present simple with question words	free time	asking about times an event to a friend
Review 1–6				
MODULE 2		SPLASH POOLS		pages 20–35
Sven Karlsson works for Splash Pools, a company that sells pools and saunas. Energy Gyms places a big order, but the saunas are delivered late and the customer wants to know why.				
	Grammar	Spelling	Useful Phrases	Writing
7	We get a lot of visitors	how many, a lot	days of the week	arranging a meeting
8	Turn left at the lights		names of places	asking for and giving directions
9	Can I help you?	can and can't	products, prices, orders and delivery	placing an order an email to place an order
10	I'm buying a house	present continuous		asking and taking messages
11	What's Sven doing?	present continuous with question words	dates, times and streets	dealing with problems
12	The truck's leaving now	present simple and present continuous compound	distribution and delivery	complaining about late delivery an email to confirm delivery
Review 7–12				
MODULE 3		MACPHERSON DESIGNS		pages 36–51
Fiona Macpherson is a Scottish designer who lives and works in France. Her brother's family come to stay, but she still has a lot of work to finish.				
	Grammar	Spelling	Useful Phrases	Writing
13	I work from home	adverbs always, usually, often, sometimes, never	expressions with work and time	booking a trip
14	We're arriving on Monday	present continuous for future plans regular plans		making a travel reservation
15	Can we order, please?	yes/were	travel adjectives	talking about a trip
16	I decided to move to France	past simple	homeworking	a report about homeworking
17	Did you get my message?		textiles	dealing with messages about an urgent job a business letter
18	Where did you go?	past simple with question words		checking information an email to confirm information
Review 13–18				



NEW BUSINESS MATTERS

Business English with a Lexical Approach

Mark Powell with Ron Martinez, Rosi Jillett, Charles Mercer

Level: Intermediate to Upper Intermediate
CEF Level: B1 – B2

Designed for both in-service and pre-service courses the fully updated New Business Matters offers a unique lexical / grammatical syllabus focusing on the language students need to increase their fluency, understanding, and communication skills in business.

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MODULE 4 SUPERSPORT pages 87–97

Astrid Schmidt works for Supersport, a big European chain of sports stores. Supersport opens new stores in the US, but the California store has low sales. Astrid tries to solve this problem.

	Grammar	Vocabulary	Sp. Exp. Exp.	Writing
19 Supersport has arrived	present perfect	company departments	recorded information	
20 Do you have any tents?	some, any	adjectives to describe products	making enquiries about products	
21 The service was slow		service numbers 600–799	percentages	
22 The smallest company	corporatives and superlatives	markets and competitors numbers: thousands, millions, billions		
23 You must improve training	must		confirming arrangements	an e-mail to confirm arrangements
24 Follow my advice	advise, warn, tell, agree, disagree		making a suggestion	a report to head office

Review 19–24

MODULE 5 MIMOSA CARS pages 98–107

The Malaysian group KL Industries buys Mimosa Cars, an Italian sports car company. KL.I want to invest in Mimosa and produce new models. Mimosa's production manager, Paolo Ponte, goes to Malaysia to meet Saleem Bashir of KL.I.

	Grammar	Vocabulary	Sp. Exp. Exp.	Writing
25 Don't drive too fast!	should		voice-mail asking someone back	
26 KL.I are going to buy Mimosa	future with going to	job titles	call handling	
27 Have you ever been to Malaysia?	present perfect with ever and never			an e-mail about travel plans
28 You don't have to wear a jacket	mustn't/shouldn't have to have must with uncountable nouns		dealing with mix-ups	
29 Welcome to the hotel	with - prepositions	honek		a thank-you e-mail
30 It will be a big success	future with will	schedules		a memo about a schedule

Review 25–30

MODULE 6 WRITING RESOURCE pages 94–99

This module gives further practice in writing letters, faxes, e-mails and short reports. Canapub, a Canadian publishing multinational, launches a women's magazine in Latin America. Market research shows that sales will be good, and Canapub's Charlotte Raisinden recruits a marketing manager, Luisa Barcarena, to take care of the launch. Sales are even better than expected.

31 New markets	fores with key expressions	a report based on key facts	
32 A big market	letters with enclosures	a report based on key figures	
33 A marketing manager	a job advertisement	an e-mail applying for a job	a CV
34 An interview	an e-mail exchange	an e-mail offering a job	
35 Congratulations!	text messages	emojis	
36 You're doing a great job!	a report with graphs	a thank-you e-mail	a postcard

Review 31–36

Vocabulary builder pages 100–104

Grammar overview pages 105–113

Audio script pages 114–127

Answer key pages 128–151

Student B material pages 152–159

from Best Practice Elementary

DOUBLE DEALING

The all-in-one business course you won't want to put down!

James Schofield and Evan Frendo

Level: Pre-Intermediate to Upper Intermediate • CEF Level: B1 – C1

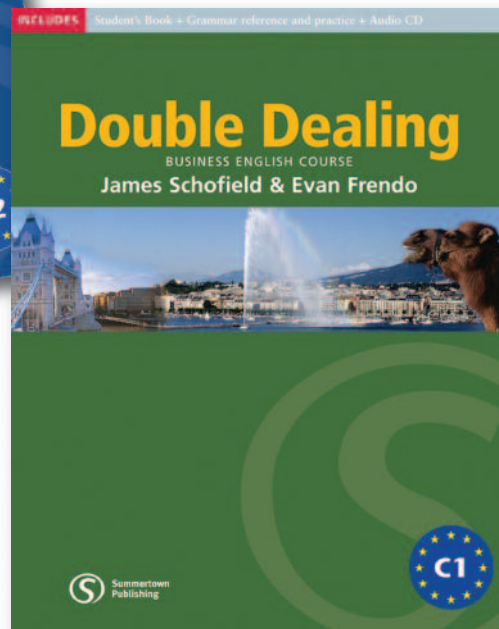
A three-level business English course that uses a powerful storyline to teach all the skills, vocabulary and grammar needed for students in work or pre-work.

All-in-one package—Student's Book, Self-Study, Grammar reference and practice sections and Audio CD.*

*Separate self-study book for the Upper Intermediate level.

FEATURES

- ▶ Story-driven—motivating and stimulating for students
- ▶ Strong cross-cultural focus
- ▶ Flexible teaching for modular or sequential use
- ▶ Learner autonomy—self-study and databank sections



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Teacher's Book	978 1 9027 4154 3

For all table of contents, sample pages and multilingual glossaries visit elt.heinle.com/doubledealing

ENGLISH FOR BUSINESS LIFE

The flexible business English course

Ian Badger and Pete Menzies

Level: Elementary to Upper Intermediate • CEF Level: A2 – C1

English for Business Life is suitable for a wide range of training situations from in-company courses in multinationals to colleges that train students for the workplace.

FEATURES

- ▶ Large number of short units with customisable sections
- ▶ Glossary of key business-related terms in the Course Book and Self-Study Guide
- ▶ Self-Study Guide to support the Course Book or as a stand-alone resource
- ▶ Comprehensive grammar syllabus supported by Language Notes and Business Grammar Guide



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Flexible study hours
The hours of study you can achieve depends on which track you choose—Fast, Standard or Comprehensive.

English for Business Life						
Level	Fast Track		Standard Track		Comprehensive Track	
Total Hrs	Hrs/Unit	Total Hrs	Hrs/Unit	Total Hrs	Hrs/Unit	Total Hrs
Upper Intermediate	40	1½	60	2	90	3
Intermediate	40	1½	60	2	90	3
Pre-Intermediate	45	1	60	1¾	90	2½
Elementary	45	1	60	1¾	90	2½

For all table of contents, sample pages and multilingual glossaries visit elt.heinle.com/business



SUCCESS WITH BEC

The new multi-level course for students preparing for the Business English Certificates exams.

Rolf Cook, Mara Pedretti, Helen Stephenson, John Hughes, Paul Dummett with Colin Benn

Level: Preliminary to Higher • CEF Level: B1 – C1

BEC (Business English Certificate) is a business qualification that demonstrates an ability to use English in professional contexts. As a University of Cambridge ESOL examination it is officially recognised by educational and professional organisations around the world.

Success with BEC provides complete preparation for the BEC exams, but is also an ideal focus for in-company training courses and for business people and students wishing to improve their English and job prospects. The course covers the three levels of the exam: BEC Preliminary, BEC Vantage and BEC Higher.

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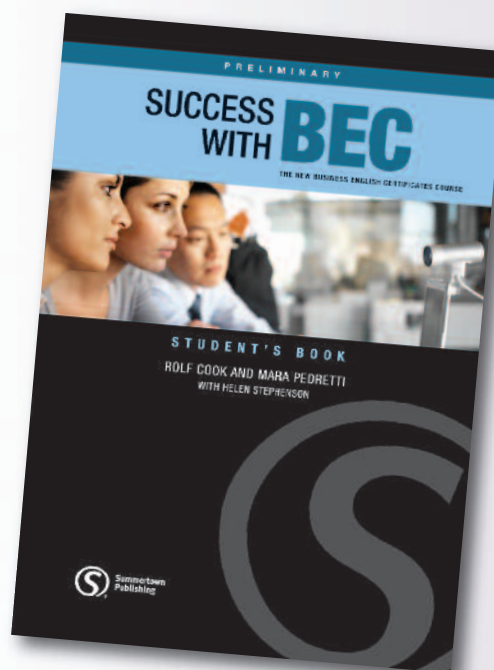
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2	2.1 Growing the company page 16 Vocabulary: Parts of a company Vocabulary: Growth strategy Reading: SAP competes with 'organic growth' Grammar: Past tenses Writing: Writing about the past Reading: Mergers and acquisitions Writing: A press release Reading: Organisational culture Speaking: An employee survey	2.2 Presenting facts page 22 Listening: Falling shares Speaking: Presenting facts	2.3 Speaking Test: Introduction and Part One page 24 Key skills: Talking about yourself and your work; Expressing opinions
3	3.1 Communication at work page 26 Vocabulary: Means of communication Reading: Better communication? Grammar: Verb patterns Listening: Dealing with problems Speaking: Handling calls sensitively	3.2 Email exchange page 32 Writing: Formal and informal emails	3.3 Listening Test: Introduction and Part One page 34 Key skill: Prediction
4	4.1 The art of selling page 36 Vocabulary: Selling techniques Listening: Sales techniques Reading: Advertising trends Grammar: Tenses and time phrases Grammar: Transitive and intransitive verbs Speaking: In the field Writing: A sales report	4.2 Presenting figures page 42 Vocabulary: Describing performance Listening: A sales forecast Speaking: Presenting figures	4.3 Writing Test: Introduction and Part One page 44 Key skill: Analysing a graph
5	5.1 Money and finance page 46 Vocabulary: Money expressions Speaking: A bank loan Listening: A culture of debt Grammar: Expressions of comparison Speaking: Choosing an investment Vocabulary: Company finance Reading: A financial summary	5.2 Discussing options page 52 Vocabulary: Business costs Listening: Discussing costs Speaking: Discussing options and making recommendations	5.3 Listening Test: Part Two page 54 Key skill: Matching
6	6.1 Purchasing power page 56 Vocabulary: Online trading Speaking: Managing suppliers Reading: How the supermarkets are squeezing their suppliers Grammar: Relative and participial clauses Listening: A contract to supply Grammar: Ordering events: tense practice Writing: A letter of complaint	6.2 Telephoning page 62 Vocabulary: Telephone expressions Speaking: Problems with orders	6.3 Writing Test: Part Two page 64 Key skill: Letter writing conventions

Ideal for BEC examination candidates: Complete exam preparation

In-work students: Business topics, business skills and the language students need to get on in business

Pre-work students: Teacher's Book contains suggestions for adapting activities and photocopyables for this type of learner



FEATURES

Each module is divided into:

- ▶ Business Topic lessons which teach vocabulary from BEC topic areas
- ▶ Business Skills lessons which focus on essential communication skills
- ▶ Exam Spotlight lessons which present information about the exam, develop exam skills and provide exam practice

Diagnostic Tests for each level are also available on the website elt.heinle.com/successwithbec

MODULE	BUSINESS TOPIC	BUSINESS SKILLS	EXAM SPOTLIGHT
7	7.1 Managing people page 66 Vocabulary: Managerial qualities Listening: Strengths and weaknesses Vocabulary: Idioms: management problems Grammar: Expressing purpose Reading: Management consultants Grammar: Word order: adverbs	7.2 Report writing page 72 Writing: A business report Vocabulary: Linking phrases Writing: A report on employee training	7.3 Reading Test: Part Two page 74 Key skill: Cohesion
8	8.1 Being responsible page 76 Vocabulary: Environmental problems Reading: Trading pollution quotas Grammar: Use of prepositions with statistics Writing: Describing a graph Listening: Corporate social responsibility Grammar: Gerunds and infinitives	8.2 Formal meetings page 82 Vocabulary: Business meetings Grammar: Modal verbs Speaking: Discussing business ethics	8.3 Reading Test: Part Four page 84 Key skill: Choosing the right word
9	9.1 Innovation page 86 Vocabulary: Describing products Speaking: Market research Grammar: Collocations: verb + preposition Listening: A product presentation Reading: Don't waste your money on innovation Listening: Idioms Grammar: <i>would</i> Writing: A letter in response to a request	9.2 Negotiating page 92 Reading: Getting past no Speaking: Business angels: a negotiation	9.3 Reading and Listening Test: Part Three page 94 Key skill: Key words
10	10.1 Travel and entertainment page 96 Vocabulary: Business travel Listening: A team-building day Grammar: Future forms Reading: Events management Vocabulary: go and get Reading: Planning a corporate event Speaking: Making a pitch	10.2 The language of proposals page 102 Listening: Taking notes Reading: Two proposals Writing: A proposal for a corporate event	10.3 Speaking Test: Part Three page 104 Key skill: Structuring a discussion
11	11.1 The economy page 106 Vocabulary: Economic issues Reading: The new philanthropists Grammar: Conditionals (types 1 and 2) Speaking: Socio-economic problems Reading: Nicaragua? Yes, please! Listening: Relocation experiences	11.2 Effective writing page 112 Writing: Written business communication Writing: A delicate letter	11.3 Speaking Test: Part Two page 114 Key skill: Organising your thoughts
12	12.1 Crossing cultures page 116 Vocabulary: Globalisation Reading: Cross-cultural communication Reading: Understanding cultural differences Grammar: Speculation Reading: China rules Listening: Understanding business culture Writing: A market profile report	12.2 Social English page 122 Vocabulary: Conversation starters Listening: Small talk: short responses Speaking: Social situations	12.3 Reading Test: Part Five and Part Six page 124 Key skills: Choosing the right word; Identifying redundant words

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For more information about BEC examinations visit the Cambridge ESOL website www.cambridgeesol.org/bec

from Success with BEC Higher

PASS CAMBRIDGE BEC

Ian Wood, Anne Williams, Louise Pile, Russell Whitehead,
Michael Black, Colin Benn, Paul Dummett & Paul Sanderson

Level: Preliminary to Higher • CEF Level: B1 – C1

Pass Cambridge BEC is a practical course for students who wish to gain a recognised business English qualification. Focusing on relevant international business situations, the course has been structured to provide students with a thorough preparation for the Business English Certificates (BEC).

FEATURES

- ▶ Wide variety of relevant, work-related situations
- ▶ Exam tests to consolidate and review
- ▶ Essential tips for exam success
- ▶ Opportunities for self-study

Self-Study Practice Tests with Answer Key and Audio CD can also be used with *Success with BEC*

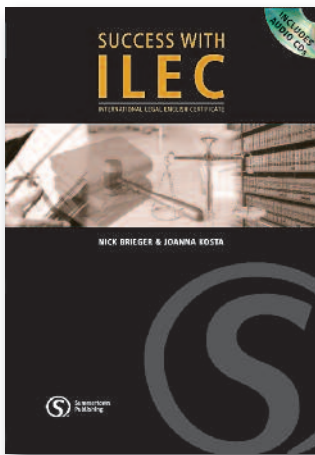
- ▶ Three complete practice tests
- ▶ Sample Cambridge ESOL answer sheets
- ▶ Advice on how to approach every task in the exam



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Student's Book	978 1 9027 4125 3
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Workbook with Key	978 1 9027 4139 0
Teacher's Book	978 1 9027 4136 9
Class Audio CD	978 1 9027 4138 3
Self-Study Practice Tests with Audio CD	978 1 9027 4142 0

For all table of contents, sample pages and multilingual glossaries see elt.heinle.com/cambridgebec

For more information about BEC examinations visit the Cambridge ESOL website www.cambridgeesol.org/bec



SUCCESS WITH ILEC

International Legal English Certificate

Nick Brieger and Joanna Kosta

Level: Intermediate to Advanced
CEF Level: B2 – C1

Success with ILEC provides both detailed information about and vital practice for the ILEC exam. The book and accompanying audio CDs will be invaluable for maximising exam results and are perfect for self-study.

- ▶ 4 complete ILEC practice tests and advice on how to approach the exam
- ▶ Full answer key including model compositions for the Test of Writing
- ▶ Audioscript for all the Tests of Listening content and a sample Test of Speaking
- ▶ Language support sections for the Tests of Writing and Speaking

Success with ILEC	978 1 9027 4184 0
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SUCCESS WITH BULATS

Business Language Testing Service

Nick Brieger and Jeremy Comfort

Level: Elementary to Advanced
CEF Level: A2 – C1

This test preparation material for Cambridge ESOL's BULATS provides three complete practice tests for the BULATS Standard Test.

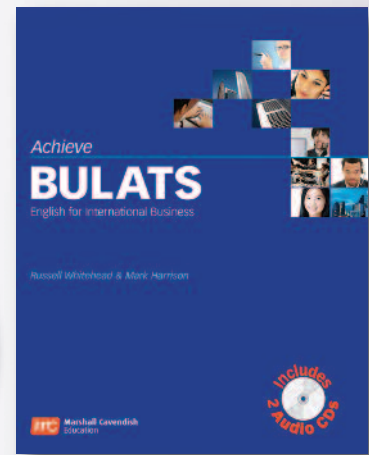
- ▶ 3 complete BULATS practice tests for Language Knowledge and Listening
- ▶ Tips on how to approach the test
- ▶ Answer sheets
- ▶ Multilingual version of instructions available on the website

SUCCESS WITH BULATS

CD-ROM

Summertown's aid to BULATS is a computer-based language testing system. It prepares students for the actual BULATS test by familiarising them with the format. The program can be used by students to benchmark their progress as part of a course or by companies to assess the language abilities of current or future employees.

Success with BULATS	
Student's Book with Answer Key and Audio CD	978 1 9027 4169 7
CD-ROM	978 1 9058 8900 6
Achieve BULATS	
Student's Book with Answer Key and Audio CD	978 0 4620 0783 0



ACHIEVE BULATS

English for International Business

Russell Whitehead and Mark Harrison

Level: Elementary to Advanced
CEF Level: A2 – C1

Helps BULATS candidates achieve their best score in the test as well as expanding their knowledge about the business environment.

- ▶ Covers all the task types of the BULATS Standard Test
- ▶ Comprehensive preparation exercises
- ▶ Three complete practice tests
- ▶ Writing and Speaking Test sections
- ▶ Answer Keys
- ▶ Includes 2 audio CDs

Try before you buy!
BULATS is supplied as a trial CD-ROM or online at www.summertowndigital.com and can be purchased and activated online. A network version is available for larger institutions and companies.

For more information about ILEC and BULATS examinations visit the Cambridge ESOL website www.cambridgeesol.org/exams

ENERGY ENGLISH

For the gas and electricity industries

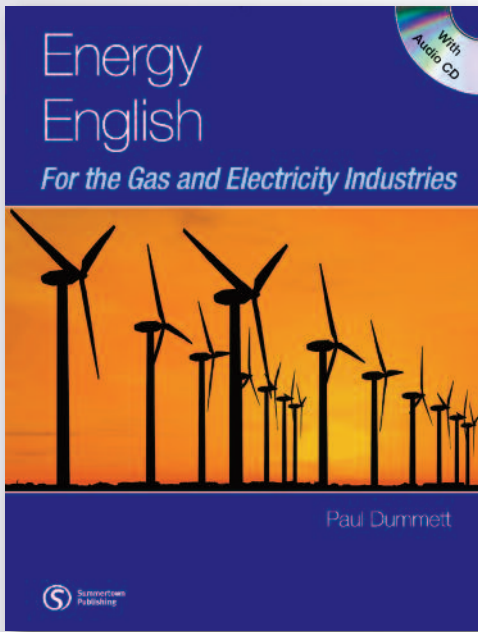
Paul Dummett

Level: Intermediate • CEF Level: B1 – B2

Energy English is an essential resource for professionals working in the gas and electricity industries who need to use English in their work. It is also suitable for those preparing for a career in the energy sector.

Energy English is a comprehensive course designed to

- teach key industry vocabulary
- improve fluency
- develop listening skills
- review key grammar points



FEATURES

The Student's Book is organised into:

- ▶ 24 topic units covering each part of the gas and electricity supply chain
- ▶ 12 communication skills units which develop fluency in common work situations (e.g. presenting yourself and your company, writing emails, formal meetings)
- ▶ Grammar section with practice exercises

Pre-course tests available to download from elt.heinle.com/energyenglish

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Course Book with Audio MP3 CD	978 0 4620 9877 7
Teacher's Book	978 0 4620 9878 4
Class Audio CD	978 0 4620 9879 1

For sample pages see elt.heinle.com/energyenglish

ENGLISH FOR CABIN CREW

A course that gives cabin crew the language they need to communicate effectively in English when carrying out their pre- and in-flight responsibilities.

Terence Gerighty

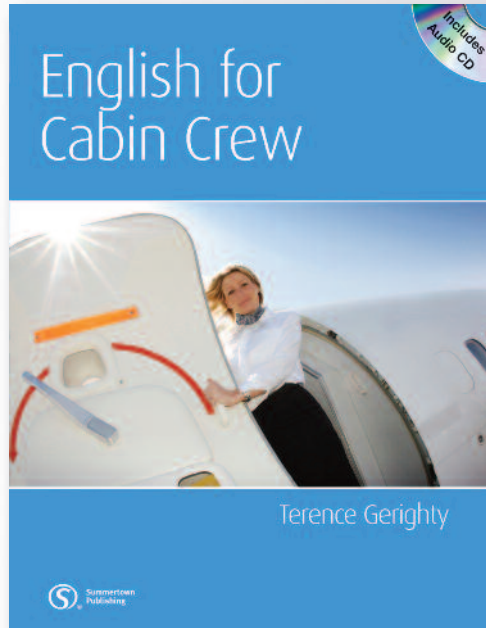
Level: Intermediate • CEF Level: B1 – B2

A Gate-to-Gate short course with emphasis on operational job-related issues.

FEATURES

- ▶ Major emphasis on improving listening and speaking skills:
 - dialogue work: understanding passengers in routine and non-routine situations
 - speaking practice: strong on emphasis on pronunciation, intonation and fluency
- ▶ Grammar in Use works on useful functional language such as asking, refusing, don't understand—please repeat, giving information, telling people firmly what to do, reporting back, seeking advice, solving problems, getting advice and dealing with complaints
- ▶ Glossary of useful phrases

Teacher's Book and a Diagnostic Test are available on the website elt.heinle.com/cabincrew



Student's Book with Audio MP3 CD	978 0 4620 9873 9
Class Audio CD	978 0 4620 9875 3

For table of contents and samples pages see elt.heinle.com/cabincrew


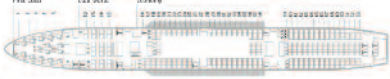
UNIT 2 Welcome aboard

Welcoming passengers

DISCUSSION

- Which of these things do you do when passengers are boarding the aircraft?
 - ▶ Make sure the aircraft safety instruction cards are in the back of every passenger seat
 - ▶ Help passengers put their luggage in the overhead lockers
 - ▶ Clean the toilets
 - ▶ Hurry the passengers to their seats
 - ▶ Check that your uniform is smart
 - ▶ Greet the passengers with a smile
 - ▶ Hand out the arrival immigration forms to complete
 - ▶ Give all your attention to older passengers
 - ▶ Ask the children not to leave their seats
 - ▶ Make sure everyone has a blanket
 - ▶ Check the number of meals
 - ▶ Make coffee for the flight crew.

LISTENING


- Listen to the cabin crew attendants welcome passengers. How many passengers do they greet?
 
- Put the duties in order of importance.
 
- Listen again and complete these sentences.
 - _____ morning. Welcome aboard.
 - I see your boarding pass, please? _____ are you today, sir?
 - Hello, _____ to check your boarding pass.
- Listen to the cabin crew attendants welcome some more passengers. What is the problem?
 - The plane is full – true or false?
 - What seat number has the woman been given?
 - What kind of seat did she ask for, an aisle or window seat?
 - Why is she so upset?
 - When will the flight attendant move her?
 - What happens to the woman's hand baggage?
 - What does the flight attendant do after speaking to her?
 - In your opinion, how well does the flight attendant deal with the situation – very well, quite well, or badly?

WELCOME ABOARD

VOCABULARY

- Label the boarding pass with this information.
 - first and family name ■ flight number ■ boarding time and gate number
 - seat number ■ the date ■ the airline

▶ What other information is on the boarding pass?


- Fill in the gaps in the text using the words in the list.

boarding pass ■ seating arrangements ■ seat number ■ window seats

check-in ■ overhead lockers ■ in advance ■ hand-baggage (x2)

After _____ (1), passengers proceed to the aircraft with their _____ (2) only. On arrival, they present their _____ (3), which has the _____ (4) on it, to the flight attendant who will show them where they should go. _____ (5) are done at check-in. Many passengers prefer _____ (6) to aisle seats and often insist on booking them _____ (7). Passengers can ask for help to put their _____ (8) into the _____ (9).
- Study these sentences.

Can I see your boarding pass? Please would you sit here for the moment?

Can I look at your seat number, please? Should you follow me, please?

Please can I check the seating arrangements? Would you please turn off your mobile phone?

or, more politely

Could I please see your boarding pass? Should you follow me, please?

Could I check your seat number, please? Would you please turn off your mobile phone?
- Listen and repeat these sentences and phrases. Remember, welcoming is all about intonation.

Speak with a smile in your voice!

 - Welcome aboard.
 - Good morning.
 - Good afternoon.
 - Good evening.
 - Hello, how are you?
 - Hello there, how are you today?
 - Could I please see your boarding pass?
 - Can I help you, madam?
 - Can I help you, sir?
 - Would you follow me, please?
 - This way, please.
 - Here you are.
 - Straight, across the cabin and turn left.
 - That's right.
 - Carry on down the cabin.
- Three passengers arrive late. They have their boarding passes. The captain wants to take off as soon as possible, otherwise you might lose your take-off slot.

Greet these passengers and organize their seating.

Student A: go to page 00 for your role. Student B: go to page 00 for your role.

PRONUNCIATION

SPEAKING

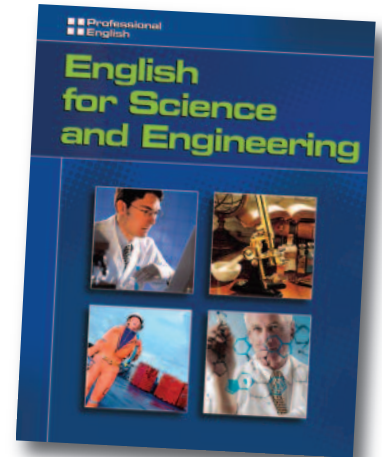
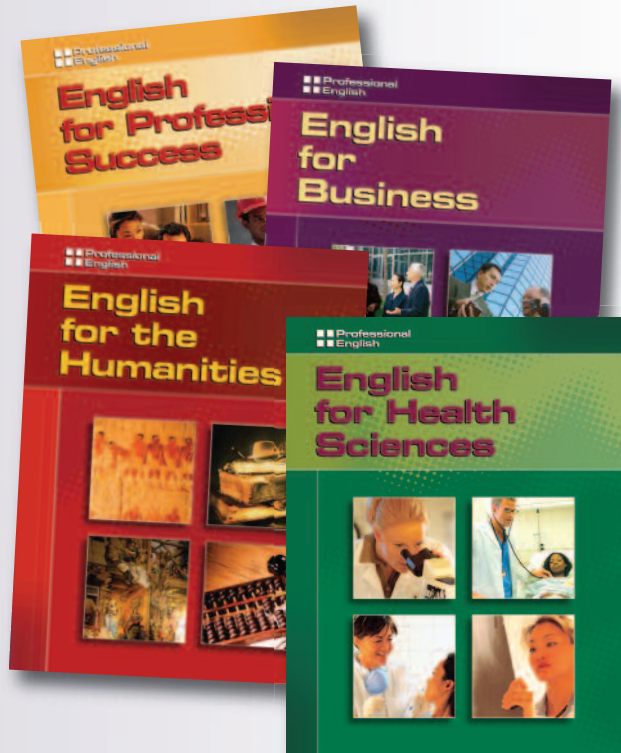
PROFESSIONAL ENGLISH SERIES

Level: Intermediate • CEF Level: B1 – B2

The five-volume series is designed for both pre-work students and those already working. Learners will find a variety of practice opportunities in problem-solving, critical thinking and professional communication.

Each title offers:

- ▶ Integrated four-skills approach
- ▶ Two-page lessons
- ▶ Grammar Reference
- ▶ International English audio programme
- ▶ Comprehensive Teacher's Resource Book with photocopiable material



ENGLISH FOR PROFESSIONAL SUCCESS

Hector Sánchez, Eric Tejada, Norma González, Arturo Frías, Isa Tirado, David Ramos

For university students who want to use English for international communication in professional contexts such as:

- Professional development
- Job-hunting
- Relocating
- On-the-job skills
- Language of the workplace

ENGLISH FOR BUSINESS

Josephine O'Brien

Provides pre-work students with the language and life skills necessary to pursue business-related career goals. Topics include:

- Job-hunting
- Interview techniques
- Language of sales, marketing and finance
- Corporate culture

ENGLISH FOR HUMANITIES

Kristin Johannsen

Designed for university students specialising in liberal arts programmes or studying for a degree in the social sciences. Integrated skills to practice English language in these areas:

- Philosophy
- Language
- Arts
- History
- Social Science

ENGLISH FOR HEALTH SCIENCES

Martin Milner

Written for university students who want to use their English for international communication in Health Sciences fields. Students can practise English language skills in these job-related scenarios:

- Diagnosing
- Patient treatment
- Critical patient care
- Rehabilitation and long-term treatment
- Patient referrals

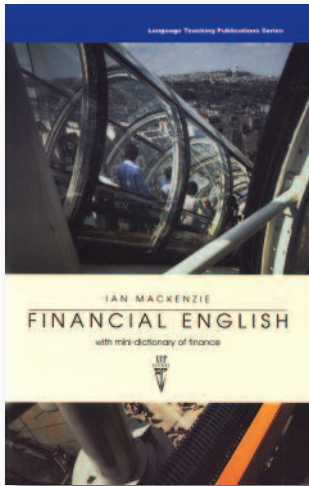
ENGLISH FOR SCIENCE AND ENGINEERING

Ivor Williams

An integrated skills book providing practice for university students and professionals specialising and working in the fields of exact science or engineering. English language skills can be practiced in these job-related scenarios:

- Research and development
- Design and testing
- Construction and manufacturing production
- Quality control and inspection, operation and maintenance
- Management

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FINANCIAL ENGLISH

With Mini-Dictionary of Finance

Ian MacKenzie

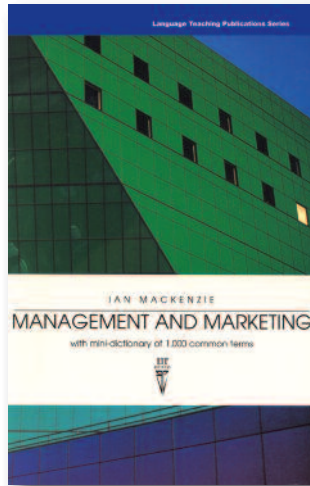
Level: Intermediate to Upper Intermediate
CEF Level: B1 – B2

This book is ideal for students preparing for a career in finance or for those already working who wish to improve their financial English.

Topics include:

- ▶ Talking Figures
- ▶ Accounting Basics
- ▶ Company Finance
- ▶ World Economic Issues
 - Trade
 - Money and Banking

Financial English	978 1 8993 9600 9
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MANAGEMENT AND MARKETING

With Mini-Dictionary of 1000 common words

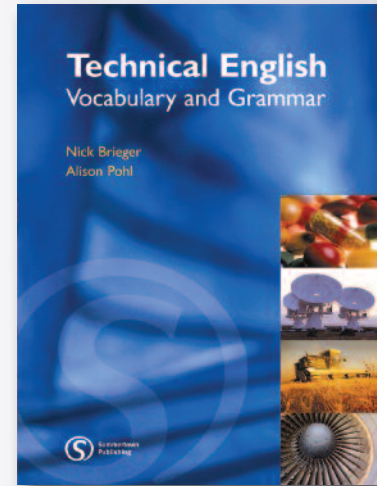
Ian MacKenzie

Level: Intermediate to Upper Intermediate
CEF Level: B1 – B2

This book is ideal for students who need to be able to understand and effectively communicate management and marketing concepts. It focuses on essential language and terminology.

Suitable for class or self-study it provides 70 lessons of extensive reading and vocabulary practice.

Management and Marketing	978 1 8993 9680 1
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TECHNICAL ENGLISH

Nick Brieger & Alison Pohl

Level: Intermediate to Advanced
CEF Level: B1 – C2

A reference and practice book for class or self-study. Divided into vocabulary and grammar topic sections.

- ▶ 30 vocabulary topic units cover key technical vocabulary drawn from professional activities and company profiles
- ▶ 20 grammar topic units review core grammar uses in technical contexts
- ▶ Grammar glossary explaining key grammatical terms
- ▶ Vocabulary glossary of 1,500 key technical terms with multilingual list of the website
- ▶ Answer key

Technical English	978 1 9027 4176 5
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50 WAYS SERIES

Level: Intermediate to Upper Intermediate • CEF Level: B1 – C1

The 50 ways to improve your... series provides a range of instant ways to improve your communications skills in business. Suitable for business people, language teachers, and trainers who wish to improve their communication skill competence through flexible and practical activities and thus ensure more successful business outcomes.

50 ways to improve your INTERCULTURAL SKILLS

Bob Dignen with James Chamberlain

This innovative title applies the theory of intercultural studies to the practice of communicating in English in a business and professional context.

This title comes from an EFL tradition and blends:

- ▶ an understanding of culture
- ▶ an understanding of communication across cultures
- ▶ focus on traditional situations but with greater sensitivity to cultural/personal context
- ▶ examination of new areas such as team and leadership to broaden beyond traditional EFL scope

Packaged with an Audio CD.

50 ways to improve your TELEPHONING AND TELECONFERENCING SKILLS

Ken Taylor

With the advent of sophisticated digital telephony technologies and the pressure on business people not to travel unnecessarily for environmental reasons, the importance of one-to-one phone calls and teleconferencing takes on a new dimension. This book provides a range of useful tips and tasks to help business people whose first language is not English prepare for that all-important phone call or teleconference meeting.

Packaged with an Audio CD containing extensive listening practice.

50 ways series	
50 ways to improve your Business English	978 1 9027 41 82 6
50 ways to improve your Presentation Skills	978 1 9027 41 86 4
50 ways to improve your Business Skills using the Internet	978 1 9027 41 89 5
50 ways to improve your Telephoning and Teleconferencing Skills	978 1 9059 92 06 5
50 ways to improve your Intercultural Skills	978 1 9027 41 85 7

50 ways to improve your BUSINESS ENGLISH USING THE INTERNET

Eric Baber

The aim of this book is to develop specific English language skills frequently used online such as:

- ▶ reading and writing emails
- ▶ understanding websites
- ▶ taking part in online conferences and discussions

Also to introduce ways to use the Internet to continue improving English via news websites, podcasts to improve listening or setting up e-learning exchanges to practise speaking English with a native speaker, online.

50 ways to improve your PRESENTATION SKILLS IN ENGLISH

Bob Dignen

This title will support those presenting internationally develop their language skills and presentation style to be effective with a wide range of audiences. The book covers essential areas such as:

- ▶ preparing, structuring and closing presentations
- ▶ cross-cultural communication
- ▶ why to present benefits not objectives
- ▶ building rapport with your audience
- ▶ 10 ways to influence internationally
- ▶ the value of improvisation

and finishes with detailed advice on question handling.

50 ways to improve your BUSINESS ENGLISH

Ken Taylor

Provides instant ways to improve readers' business English skills. The 50 'tips' in this book include:

- ▶ Networking
- ▶ Socialising
- ▶ Presentations
- ▶ Telephoning
- ▶ Meetings

Containing a mixture of learning activities, the different learning styles allow students to concentrate on specific areas which work best for them.

*For table of contents and sample pages see
elt.heinle.com/50ways*



THE WORKING WEEK Spoken business English with a lexical approach

Anne Watson-Delestrée, Jimmie Hill

Level: Intermediate • CEF Level: B1 – B2

Based on a lexical/grammatical syllabus it teaches the vocabulary and language with emphasis on communication—speaking, listening and problem solving—needed during the working week.

PRESENTING IN ENGLISH How to give successful presentations

Mark Powell

Level: Intermediate to Upper Intermediate •
CEF Level: B1 – C1

Presenting in English combines all the skills, language and techniques needed to present with confidence.

- ▶ Real language of professional presenters
- ▶ Comprehensive range of public speaking tasks
- ▶ Techniques for handling an audience
- ▶ Attention to the structure and detail of rhetorical language

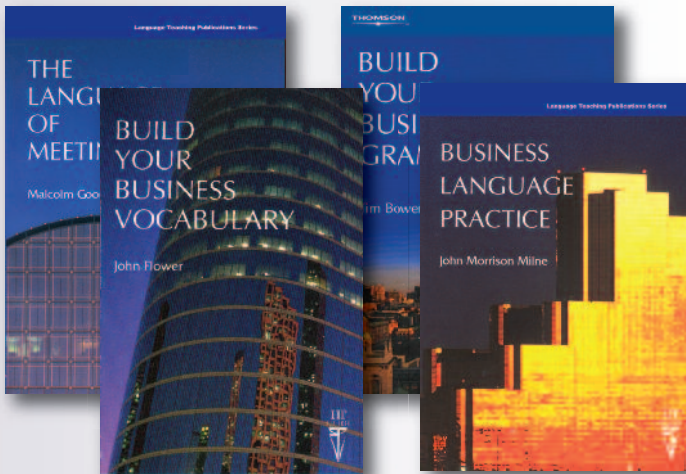
BASIC TELEPHONE TRAINING

Anne Watson-Delestrée

Level: Elementary • CEF Level: A1 – A2

This unique short course of book and audio material sharpens students' telephone skills.

Presenting in English	
Text	978 1 8993 9630 6
Cassette	978 1 8993 9695 5
The Working Week	
Text	978 1 8993 9685 6
Teacher's Notes	978 1 4130 1858 5
Cassette	978 1 8993 9650 4
Basic Telephone Training	
Text	978 0 9067 1742 4



THE LANGUAGE OF MEETINGS

Malcolm Goodale

Level: Intermediate to Upper Intermediate • CEF Level: B1 – C1

This book presents and teaches all the language needed to participate effectively in meetings. Ideal for self-study or class use, each flexible unit gives students the opportunity to practice what they have learnt while drawing on personal experience.

BUILD YOUR BUSINESS VOCABULARY

John Flower

Level: Intermediate to Upper Intermediate • CEF Level: B1 – C1

Build Your Business Vocabulary contains graded vocabulary exercises in a wide variety of business scenarios. An ideal complement to business English courses and can be used in class or for self-study.

BUILD YOUR BUSINESS GRAMMAR

Tim Bowen

Level: Intermediate to Upper Intermediate • CEF Level: B1 – C1

This book covers a carefully selected business syllabus. The emphasis is on grammar practice in natural, functional contexts. *Build Your Business Grammar* offers useful vocabulary and exercises. Ideal for self-study or class use.

BUSINESS LANGUAGE PRACTICE

John Morrison Milne

Level: Intermediate to Upper Intermediate • CEF Level: B1 – C1

Designed as a business English workbook offering extensive practice in the key areas of business grammar, vocabulary, speaking, reading and writing. This book can be used with business courses, in the classroom or for self-study.



ENGLISH FOR I.T. AND THE INTERNET

Lesley Gourlay, Paul Hullock

Level: Intermediate • CEF Level: B1 – B2

A practical reference book including:

- ▶ The most commonly-used terms in IT
- ▶ Language focus on pronunciation and usage
- ▶ Dialogues illustrating typical conversations between helpdesk operators and other IT professionals
- ▶ List of common abbreviations used in email

Not available for sale in Poland

ENGLISH FOR BUSINESS

Barbara Campbell

Level: Intermediate • CEF Level: B1 – C1

General business reference book covering:

- ▶ Useful phrases for presentations, negotiations, telephoning and letter writing
- ▶ Tips on language usage and cultural differences
- ▶ Help for preparing for presentations, negotiations and interviews
- ▶ Sample letters and emails

Not available for sale in Poland or Italy

The Language of Meetings	978 0 9067 1746 2
Build Your Business Vocabulary	978 0 9067 1787 5
Build Your Business Grammar	978 1 8993 9645 0
Business Language Practice	978 0 9067 1754 7
English for IT and the Internet	978 1 8448 0527 3
English for Business	978 1 8448 0528 0

THE BUSINESS SKILLS SERIES

Anne Laws

Level: Upper Intermediate • CEF Level B2 – C1

The *Business Skills Series* uses diagrammatical illustrations and a systematic approach to business situations to provide essential reference for self-study and teaching.

NEGOTIATIONS

Phases of Negotiation

Stages—prepare, discuss, propose, bargain, settle and conclude

Develop the language used in each phase

Approach

Examine body language, rapport and cultural differences

Diplomatic language

Handling problems and objections

Evaluation

Prepare for negotiation

Checklist

Assess your performance

MEETINGS

Preparing for a meeting

Reasons

Planning

At the meeting

Introduction

Contribution

Chairing

Participation

Inter-cultural

Formal

After the meeting

Follow up

Review and evaluation

WRITING SKILLS

Preparing to write

Who, why, what, how?

Writing process

— Functions

— Cohesion

— Clarity, Style and Tone

— Structure

— Pronunciation

— British and American Spellings

— Common Problems

— Sample Business Letters

PRESENTATIONS

Preparing the Presentation

Purpose, People, Place

Presenting yourself: voice, body language

Timing

Visuals

Content

Structure

Putting it into Words

Main message

Beginning, middle, end

Evaluating the Presentation

Before

During

After



The Business Skills Series	
Negotiations	978 1 9027 4124 6
Meetings	978 1 9027 4115 4
Writing Skills	978 1 9027 4117 8
Presentations	978 1 9027 4116 1

SUMMERTOWN READERS

Fictional readers to complement business courses or to enjoy as standalone extended reading materials.

Level: Pre-Intermediate to Advanced • CEF Level: A2 – C1

Summertown Readers are aimed at young adults/adults studying business English or using English at work. The storylines offer intrigue, murder and mystery to capture the reader and encourage reading for pleasure.

- ▶ Each reader is supported by an audio MP3 CD and comes with a unit glossary
- ▶ Activities are on the website



ROOM SERVICE

Pre-Intermediate

James Schofield

This is a collection of short stories of experiences when staying in a hotel. Adventure, disaster, funny and frightening.

SUPERSTAR

Pre-Intermediate

Doug Campbell

John decides to give up his office job for something more exciting—managing a pop band!

MEET ME IN BRAZIL

Pre-Intermediate

Julie Woodward

It's a case of mistaken identity when businessman Mike Carrington travels to Brazil on business.

Pre-Intermediate	
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Room Service	978 1 9059 9208 9
Superstar	978 0 4620 9876 0
Intermediate	
The Top Floor	978 0 4620 9882 1
Peril in Venice	978 1 9027 4191 8
Double Trouble	978 0 4620 9881 4
Upper Intermediate	
Sink or Swim	978 0 4620 9884 5
Awayday	978 0 4620 9883 8
Ekaterina	978 1 9027 4192 5



PERIL IN VENICE

Intermediate

James Schofield

An exclusive Wellness Centre near Venice is the holiday destination for an exhausted young executive. But is it as it should be?

DOUBLE TROUBLE

Intermediate

James Schofield

Identical twins whose lives couldn't be more different find themselves trading places.

THE TOP FLOOR

Intermediate

David Evans

A chilling mystery unravels when Maha's boss disappears on a business trip leaving her alone in the supposedly empty neighbouring office.

EKATERINA

Upper Intermediate

James Schofield

"My name is Ekaterina. I am eleven years old. I am dead." Who is she? What does it mean? This mysterious message continuously appears on the website of a mining company.

SINK OR SWIM

Upper Intermediate

Andy Cowle

Unfairly sacked by an unpleasant boss he lost his savings, his house and almost his wife. What will the outcome be when Eddie comes face-to-face with his old boss?

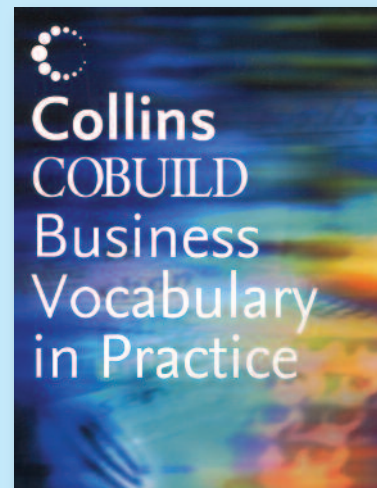
AWAYDAY

Intermediate

Chris Faram

An office 'awayday' tests more than the moral and physical strength of friends Charlie, Driller and Beano.

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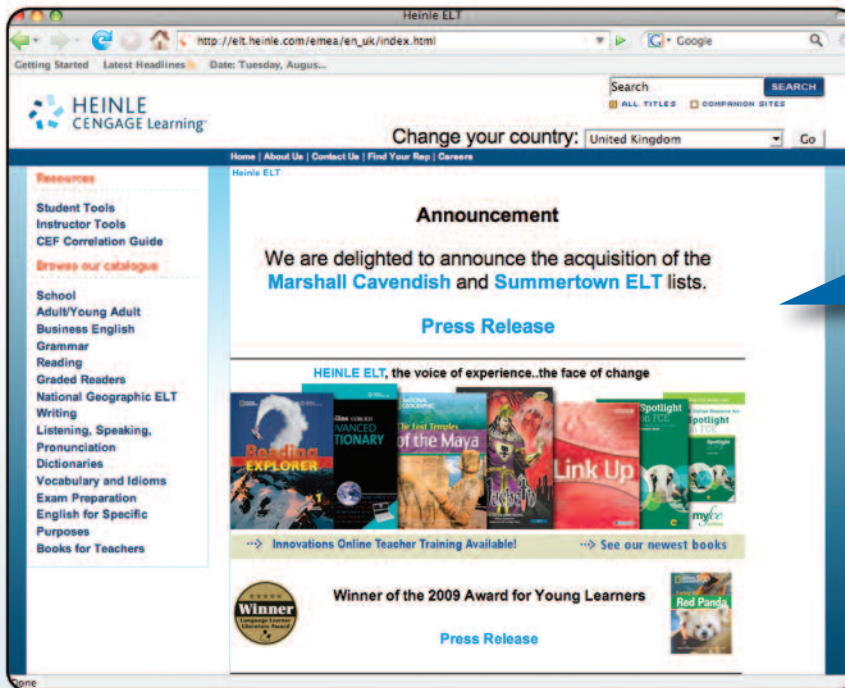


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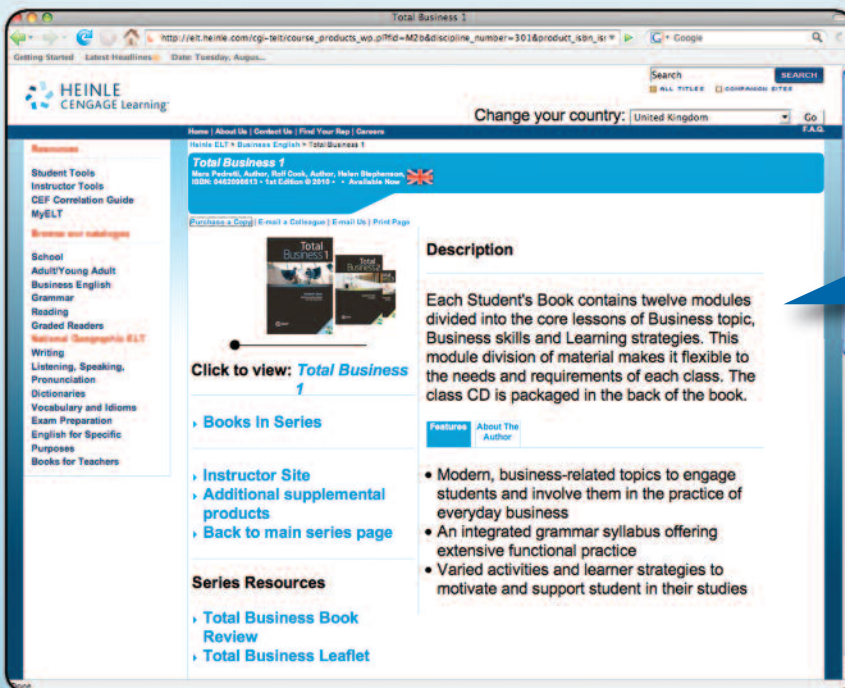
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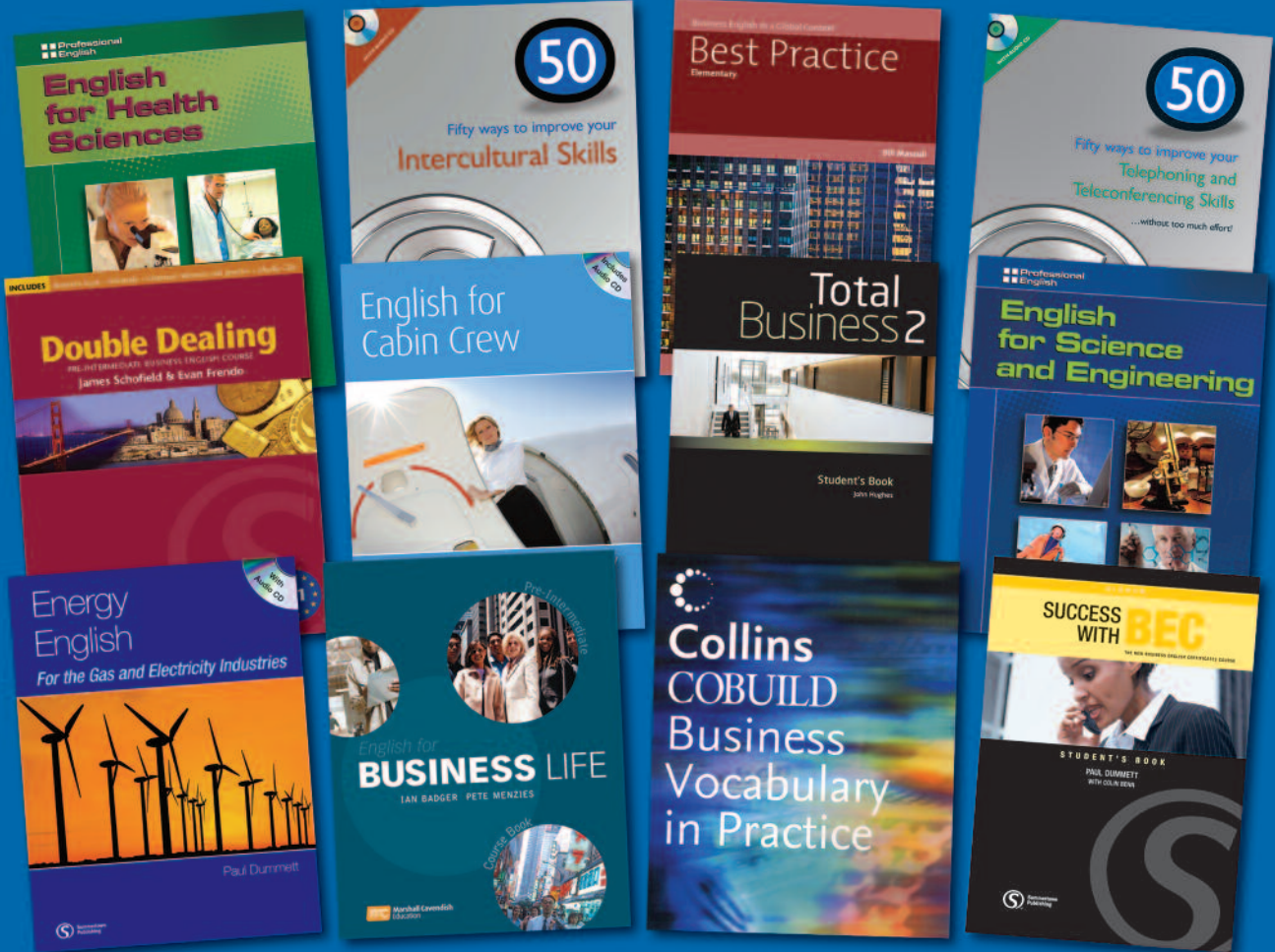


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