

Contents

Unit	Reading A	Listening and Speaking	Reading B	Writing	Project	Vocabulary	Grammar	Pronunciation
Unit 1 Needs Analysis (p1)	Men's Cosmetics Market	Market Research	Skin Type Test	Summary & Feasibility Report	Needs Analysis	New Words and Expressions Vocabulary and Structure	Parts of Speech and Sentence Components	Sentence Stress
Unit 2 Product Development (p25)	An Optimum Nutrition Formula	Drug Testing	Centrum Performance	Memo & R&D Report	Product Development	New Words and Expressions Vocabulary and Structure	Modal Verbs	Liaison
Unit 3 Mass Production (p49)	Production Process	Organizing Production	The Seven HACCP Principles	Notice & Production Log	Mass Production	New Words and Expressions Vocabulary and Structure	Tenses	Assimilation & Elision
Unit 4 Product Inspection (p73)	What is Food Safety Inspection?	Inspection Methods and Requirements	Food Safety Inspection Checklist	E-mail & Corrective Action Report	Food Inspection	New Words and Expressions Vocabulary and Structure	Sentences	Pause, Sense Group & Breath Group
Unit 5 Marketing & Selling (p97)	Prescription Drug Marketing	Product Launching	Enquiry	Fax & Order Sheet	Marketing and Selling	New Words and Expressions Vocabulary and Structure	Attributive Clauses	Intonation
Unit 6 Shipment & Payment (p121)	How to Prepare Your Freight Shipment	Shipment & Payment	Some Common Terms of Shipment	Letter & Application for a Commercial Letter of Credit	Shipment and Payment	New Words and Expressions Vocabulary and Structure	Non-finite Verbs	Tongue Twister
Unit 7 After-sales Service (p147)	The Importance of a Warranty	Dealing with Complaints	How to Respond to a Customer Complaint?	Minutes & Complaint Process Feedback Form	After-sales Service	New Words and Expressions Vocabulary and Structure	Subjunctive Mood	Poem
Unit 8 Career Development (p171)	Career Development	First Employment	Skills to Sell in Your Job Search	Application Letter & Personal Résumé	Career Development	New Words and Expressions Vocabulary and Structure	Noun Clauses	Speech