

CONTENTS

Background briefing P1

Case	Unit	Starting up	Taking in
CASE 1 Can the new demands be accepted? P2	Unit 1 Discuss the new demands for improving the robot P4	Learning objectives P4	Reading P5 <i>An email from Tom Stone, CTO of Johnson Education Association, in which the new demands are mentioned</i> Viewing P8 <i>An interview with three customers about their opinions on the new demands</i>
	Unit 2 Give feedback on the new demands P19	Learning objectives P19	Viewing P20 <i>The meeting discussing the new demands of Johnson Education Association</i> Reading P21 <i>Report on customers' feedback</i>
CASE 2 What needs to be improved on the product? P34	Unit 3 Present customer feedback P36	Learning objectives P36	Viewing P37 <i>An interview in which three customers share their opinions on the product</i> Reading P38 <i>An online survey about customers' feedback on the product</i>
	Unit 4 Propose improvements to the sweeping robot P49	Learning objectives P49	Reading P50 <i>The meeting minutes about customer feedback and how to improve the sweeping robot</i> Viewing P53 <i>A conversation between Amy and Wang Wei about the suggestions for improving the robot</i>

Building up	Carrying out	Looking beyond
<p>Preparing for the structure P9 Structure of hosting a discussion</p> <p>Sharpening the skills P10</p> <ul style="list-style-type: none"> • Introducing the topic • Making transitions and inviting speakers • Wrapping up a discussion <p>Developing the strategies P13 Interrupting politely in a discussion</p>	<p>Biz practice P14 Host a discussion: discuss the new demands for improving the robot</p>	<p><i>What is the future of technology in education?</i> P16</p>
<p>Preparing for the structure P23 Structure of a rejection email</p> <p>Sharpening the skills P24</p> <ul style="list-style-type: none"> • Expressing rejection • Choosing the proper language style <p>Developing the strategies P28 Being polite</p>	<p>Biz practice P30 Write a rejection email: reject the new demands for improving the robot</p>	<p><i>VR's future in education is becoming tangible</i> P32</p>
<p>Preparing for the structure P40 Structure of a presentation analyzing customer feedback</p> <p>Sharpening the skills P41</p> <ul style="list-style-type: none"> • Summarizing information • Using transitional words and expressions to indicate sequence and addition <p>Developing the strategies P44 Delivering ideas in a precise and clear way</p>	<p>Biz practice P45 Make a presentation: analyze customer feedback</p>	<p><i>AI finally stepped into our everyday world</i> P47</p>
<p>Preparing for the structure P54 Structure of a proposal</p> <p>Sharpening the skills P56</p> <ul style="list-style-type: none"> • Making suggestions • Writing facts and findings <p>Developing the strategies P58 Providing convincing evidence for recommendations</p>	<p>Biz practice P59 Write a proposal: propose improvements to the sweeping robot</p>	<p><i>Using VR and gamification to personalize therapy</i> P61</p>

Case	Unit	Starting up	Taking in
CASE 3 What does the data mean? P64	Unit 5 Get to know the logistics industry P66	Learning objectives P66	Listening P67 <i>An oral report on the development of robots in the logistics industry</i> Reading P69 <i>Trends in logistics in America</i>
	Unit 6 Analyze new demands of end users P83	Learning objectives P83	Viewing P84 <i>A conversation between Wang Wei and Amy in which Amy reports to him the end users' typical needs for robots</i> Reading P85 <i>Customer expectations in the transportation and logistics industry</i>
CASE 4 How is the meeting with a Japanese hospital? P96	Unit 7 Introduce the company P98	Learning objectives P98	Viewing P99 <i>A presentation made by the Japanese hospital representative about the specific needs of Japanese hospitals</i> Reading P100 <i>An introduction of GTech</i>
	Unit 8 Report the results of the meeting P113	Learning objectives P113	Viewing P114 <i>The discussion between the representatives of the two parties</i> Reading P115 <i>Summary of the meeting between the Japanese hospital and GTech</i>

Sample tests for ETIC Intermediate P126

Building up	Carrying out	Looking beyond
<p>Preparing for the structure P72 Structure of an industry report</p> <p>Sharpening the skills P74 Describing the data in graphs</p> <p>Developing the strategies P76 Explaining graphs moderately</p>	<p>Biz practice P78 Write an industry report: get to know the logistics industry</p>	<p><i>AI-powered customer service delivery</i> P80</p>
<p>Preparing for the structure P88 Structure of a summary</p> <p>Sharpening the skills P89 Explaining technical terms</p> <p>Developing the strategies P91 Prioritizing customers' demands appropriately</p>	<p>Biz practice P92 Write a summary: analyze new demands of end users</p>	<p><i>How will AI impact transportation?</i> P94</p>
<p>Preparing for the structure P103 Structure of a presentation introducing a company</p> <p>Sharpening the skills P105 Using formal language</p> <p>Developing the strategies P106</p> <ul style="list-style-type: none"> • Creating an effective PPT • Attracting the audience's attention 	<p>Biz practice P108 Make a presentation: introduce the company</p>	<p><i>How artificial intelligence is revolutionizing healthcare</i> P110</p>
<p>Preparing for the structure P117 Structure of minutes</p> <p>Sharpening the skills P118 Transferring informal language into formal language</p> <p>Developing the strategies P119 Being selective in minutes writing</p>	<p>Biz practice P121 Write minutes: report the results of the meeting</p>	<p><i>Medical robotics: Would you trust a robot with a scalpel?</i> P123</p>