

Map of the book

UNIT	READING
1 Studying Business and Economics P1	Text A: Your Future in the Changing World of Business Text B: Why Study Economics
2 Marketing P25	Text A: The Business of Marketing Text B: The Five Ps in Action
3 New Retail P49	Text A: How New Retail Can Help Take the Offline World Online Text B: What's the Future of Retail Buying?
4 Sharing Economy P71	Text A: Sharing Economy Starts to Go Mainstream Text B: Is the Sharing Economy Really the Future?
5 Corporate Strategies P93	Text A: Uberworld Text B: Wal-Mart's Strategy to Beat Amazon Prime
6 Human Resources P117	Text A: The Jobs That Artificial Intelligence Will Create Text B: The Silent Anxiety of the Sharing Economy
7 Currency and Investment P143	Text A: The Meaning of Money Text B: Bubble, Bubble, Fraud and Trouble
8 Brands and Branding P163	Text A: The Importance of Brands Text B: Keys to Creating Brands People Love
9 Leadership P187	Text A: Peter Drucker's Model for Effective Leadership Text B: Nando's
10 Globalization and Free Trade P211	Text A: Globalisation and Free Trade Are Not Enemies Text B: Global Trade, When Done Fairly, Can Be a Positive Force
Glossary P231	

VIEWING	SPEAKING	WRITING
Prediction	Analyzing your audience	Macro structure: Choosing a topic Micro skills: Searching for information
Finding major points	Having clear objectives	Macro structure: Shaping an essay & Writing an outline Micro skills: Writing a good research question
Listening for details	Having a clear structure and a sense of timing	Macro structure: Writing an introduction Micro skills: Thesis statement
Note-taking forms	Introduction	Macro structure: Body: Argumentation (1) Micro skills: Definition
Recognizing signal words	Body: Linking the points	Macro structure: Body: Argumentation (2) Micro skills: Supporting evidence & Logical reasoning
Dealing with unfamiliar words	Body: Making an argument	Macro structure: Body: Exposition (1) Micro skills: Quotation and paraphrase & Marking the cited sources
Listening for stressed words	Body: Making a counterargument	Macro structure: Body: Exposition (2) Micro skills: Hedging
Recognizing digressions	Conclusion	Macro structure: Conclusion Micro skills: Summarizing
Recognizing filler words	Visual aids	Macro structure: References Micro skills: Coherence
Listening for contrasting ideas	Rehearsal and delivery	Macro structure: Proofreading Micro skills: Proofreading