

1. The company	8
How it all began	
2. The interview	18
Presenting oneself	
3. Preparing the business trip	28
Preparing the flight & booking a room	
4. Arriving in a foreign country	38
Passport problem & luggage trouble	
5. Renting a car	49
Bureaucratic baggage	
6. First contact with the natives	60
Traffic problems and hotel trouble	
7. Buying things	70
Running around the shops	
8. Visiting business partners	80
Arranging an appointment	
9. A speech of intention	94
Smoothing over fears	
10. Visiting the trade fair	106
Checking out the booth of MEDIMAKE	
11. Selling successfully	116
Too many cooks spoil the broth	
12. Mastering meetings	128
Not an ordinary set of scales	
13. Successful presentation	138
The Body & Soul Styler	
14. Cross-cultural difficulties	151
Putting one's foot in it	
15. Showing visitors around	163
A guided tour of the plant	
16. Discussing the merger	172
Fears of wasting away	
17. Small talk and networks	183
Golf and business	
Classroom activities	190
Top 30 mistakes quiz	192
Key to the exercises	196

► **FOCUS:** on business skills and cross-cultural topics



Describing yourself	12
The interview for a job	23
Getting to know the public telephone	34
Setting foot on British soil	46
A bit about business in Britain	57
Shopping in Britain	76
How business partners see each other	90
Speaking to persuade	102
Memorising a speech	103
Getting ready for the fair	114
What selling is all about	123
Meetings in Britain	136
The language of presentations	148
Japanese business etiquette	157
What (not) to do in Saudi Arabia	158
The union's fight for job security	179
Three levels of small talk	188

PHRASES
Master your phrases

Entering a foreign country	42
Renting a car	54
Accommodation matters	65
Shopping English	75
On the phone	85
Arranging appointments	88
Making a speech	99
At the trade fair	110
Sales talk	121
Getting through at meetings	132
Handling presentations	143
Looking around the company	168