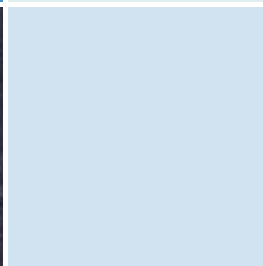
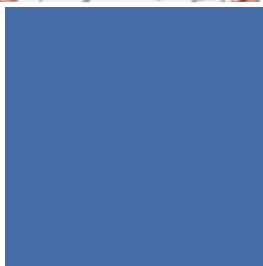
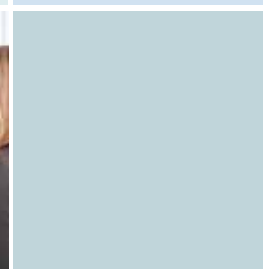
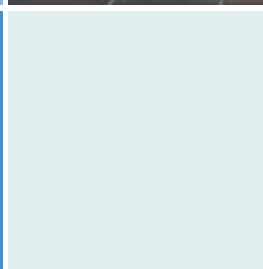
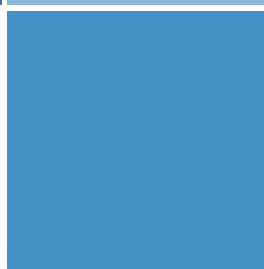
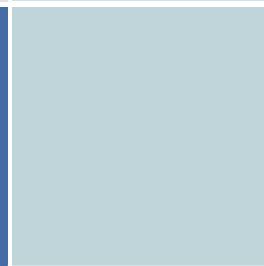
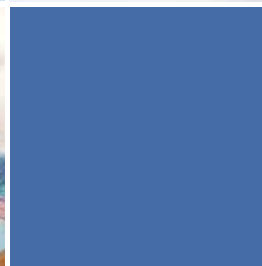
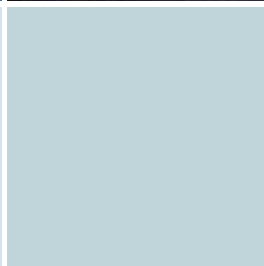
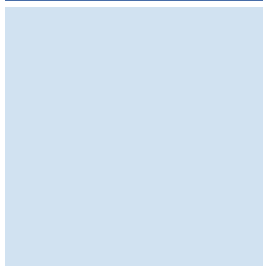




With audio!



- ✓ Learn over 250 useful business words and expressions!
- ✓ Over 20 up-to-date business topics!
- ✓ More than 50 useful business idioms & phrasal verbs!
- ✓ Business videos and audio files to improve your listening skills!



Business English

Book 1



Learn 250 useful business English words and expressions.

This book for intermediate to advanced-level students will really improve your knowledge of business English!

WELCOME TO THE BUSINESS ENGLISH BOOKLET

This booklet will teach you the words and expressions you need to do business in English.

- Learn over 500 useful business English words and expressions.
- Over 30 articles on up-to-date business topics.
- All the latest news on business trends and business leaders.
- Learn more than 100 useful business idioms and phrasal verbs.



There are five key features to this booklet:

1

Key language

The language in these booklets has been carefully selected so you'll only learn the most important words and expressions.

2

Images

The photos and illustrations will help you understand the business idioms and phrasal verbs by creating an association between the images and the language.

3

Up-to-date articles

The up-to-date articles with audio files on a variety of interesting business topics will improve your reading and listening skills, and show you how the language is used in context.

4

Definitions

The English-language definitions of the key terms and expressions will help you to start thinking in English.

5

Exercises

The exercises on the business topics will check your comprehension of the main topics, and test your understanding of any new language or vocabulary. whole range of typical situations.

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Good luck!
And we hope you enjoy learning lots of English with this booklet.

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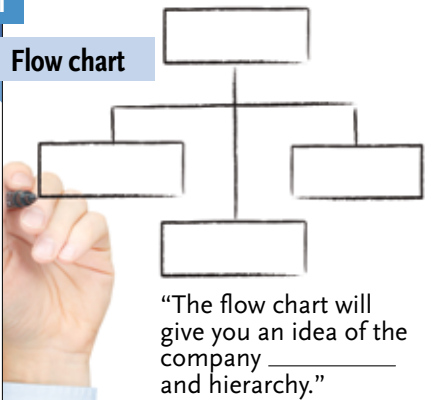
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GRAPHS, CHARTS & IMAGES

Listen and complete the sentences (1 to 14) with the words you hear.

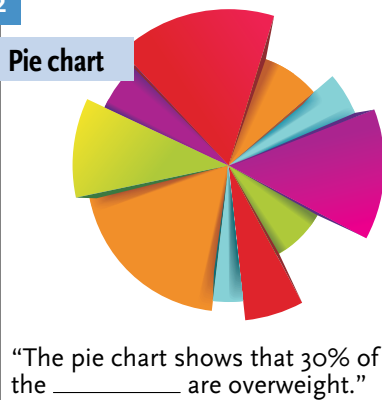
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Flow chart



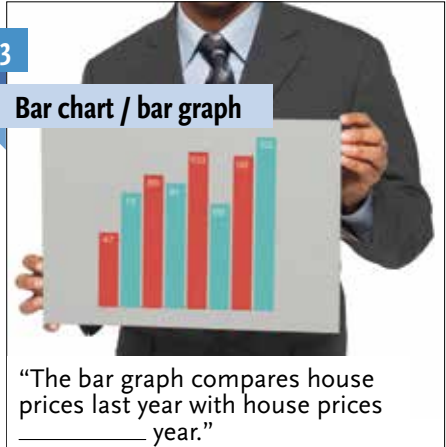
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Pie chart



3

Bar chart / bar graph



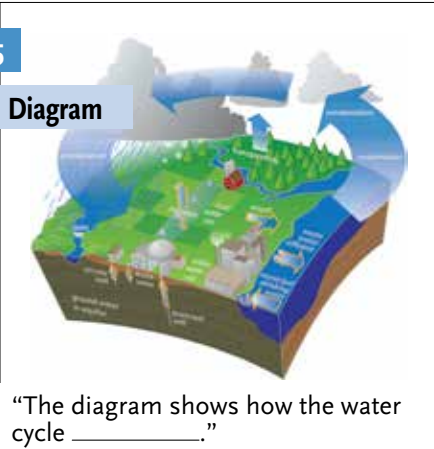
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Table



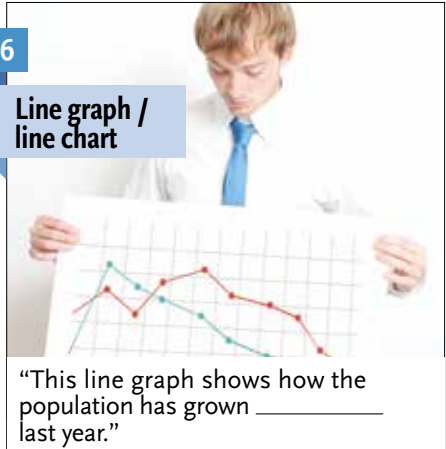
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Diagram



6

Line graph / line chart



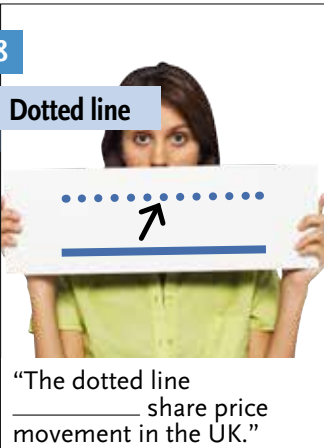
7

Floor plan



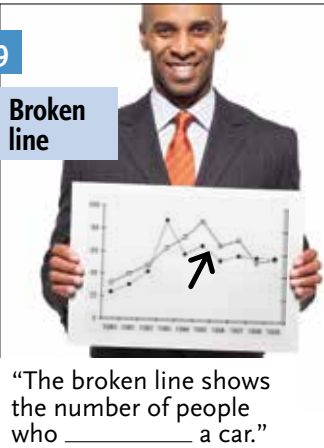
8

Dotted line



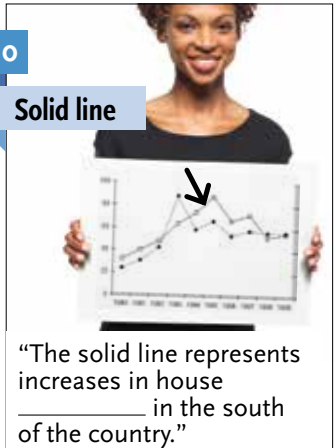
9

Broken line



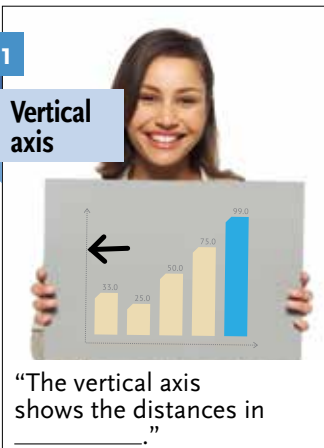
10

Solid line



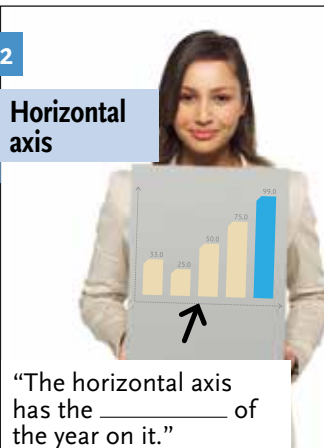
11

Vertical axis



12

Horizontal axis



13

Venn diagram



14

Slide

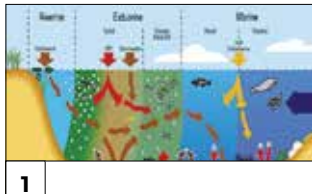


GRAPHS, CHARTS & IMAGES

Answers at the back

1 Descriptions

Write the correct name under each picture.



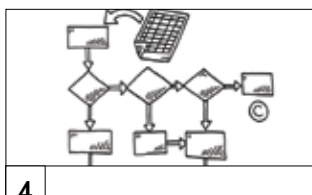
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2



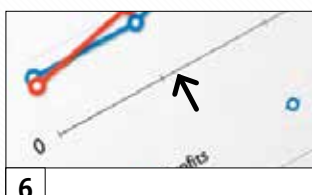
3



4



5



6



7



8



2 Graph description matching

Match the sentence beginnings (1 to 9) to the endings (a-i).

1. The graph shows the results of...
2. The flow chart will give you...
3. The pie chart shows that 30%...
4. The bar graph compares share prices last year...
5. The table has information...
6. The diagram shows what the building...
7. This line graph shows how our sales have...
8. The floor plan shows the layout of...
9. The dotted line...
 - a. ...an idea of what's been going on.
 - b. ...represents house price movement in the UK.
 - c. ...will look like when it's completed.
 - d. ...with share prices this year.
 - e. ...our sales figures for the past 10 years.
 - f. ...increased over the past few months.
 - g. ...of our staff come to work by train.

- h. ...the third floor.
- i. ...on bus times to and from the Manchester.

3 Vocabulary drill

Answer the questions with full answers. Invent where necessary.

- What does the X axis show?
- What did the bar graph compare?
- What information was there on the table?
- What does the Y axis show?
- What did the dotted line represent?
- What does the flow chart show?
- What did the broken line represent?
- What does the pie chart show?
- What did the diagram explain?
- What do the line graphs show?
- What did the solid line represent?
- What does the Venn diagram show?
- What was the picture on the slide of?
- What's the floor plan for?

4 Video

Watch a video on pie charts. Search YouTube for "Pie Charts for Math Nerds".

First viewing

What types of pies are mentioned in the video?

Second viewing

Watch the video again. Then, answer the questions.

1. What percentage of sugar is used to make the apple pie?
2. How much is the flour worth in the pie?
3. According to a survey by NPR, what percentage of people in America like cherry pie?
4. How do you find the circumference of the pie?
5. What kind of diagram shows that "not all pies are tarts, but all tarts are a type of pie"?

5 Extension

Quickly sketch out 6 different graphs, charts or images. Describe them to someone, explaining what each one represents. See if they can draw the graphs, etc. from your descriptions.

THIS IS BRAND ME!



SIX TOP TIPS ON HOW TO BRAND YOURSELF

Would you like to get a better job, increase your value as an employee, or become a widely-respected expert in your own particular field? Of course. But how? Simple – **personal branding**. Here are our top tips on how to **brand** yourself!

STAGE I: PREPARATION

1 Who are you?

The first thing you've got to do is to decide who you are, professionally speaking. You might be a designer, a journalist or a physiotherapist, but you need to decide where your expertise lies: as a children's book designer, an expert on South American politics, or a sports injuries physiotherapist, for example.

2 Create an image for yourself

Next, you need to create your Personal Branding Toolkit. This will consist of things such as your CV, business cards and personal **stationery**. You'll need some professional photos to go with it, a logo, a **colour scheme** and a short video of yourself in which you explain who you are and what you do. Most importantly, all of these things should be branded with your logo and colours so they're instantly recognisable.

3 Write a personal brand statement

Next, you need to write a **personal brand statement**. This is your chance to

say who you are in a very short space of time – it's your **catch line** or **mission statement**. It should let others know what you offer, why you're the best, what value you provide, what problems you can solve, and what makes you unique (your **USP**). For example, a computer engineer could write: "As an experienced and professional computer engineer, I can help companies cut costs and increase profits. Over the years, I've worked with ZB7 Plastics, Platform Manufacturing and the NewTec Corporation."

STAGE II: IMPLEMENTATION

Now it's time to start making your brand work for you. Here's how.

4 A website

First, you need to set up a website. This should include all the information that you've prepared for your Personal Branding Toolkit. You should also choose a website address that says who you are. For example, if you're an engineer it could be **engineeringexpert.com**, or you could choose one around your name, **johnsmithsportsjournalist.com**. Include testimonials from satisfied clients on your website too.

5 A blog

You'll also need a blog. Use Word Press to create your own. Then, post two to three blog posts per week,

discussing topics related to your industry, offering top tips, and commenting on the latest **trends**. Be the first to write about what's going on, and don't be afraid to give your opinion on things the way you see it.

6 Facebook, Twitter, & LinkedIn

Finally, you'll need to create Twitter, Facebook and LinkedIn accounts. Use Twitter and Facebook to tell people about any new **posts** on your blog; and LinkedIn to connect with other industry professionals. Make sure all these three sites have all your up-to-date professional information on them, and that they're branded appropriately.

Who knows, one day your personal brand could become a **household name!** ☺

GLOSSARY

- personal branding** ⁿ
creating a brand around your name, your career, or your profession
- to brand** ^v
if you "brand" something, you give it a particular image or look
- stationery** ⁿ
letters / notepaper / envelopes, etc.
- a colour scheme** ⁿ
a combination of colours
- a personal brand statement** ⁿ
a sentence that describes who you are and what you do
- a catch line** ⁿ
a phrase used in advertising to describe a product
- a mission statement** ⁿ
a sentence or paragraph that explains what a company is and what it wants to achieve
- a USP** ^{abbr}
unique selling proposition – what it is that makes you different / special
- a trend** ⁿ
a fashion
- a post** ⁿ
a photo / piece of text, etc. you put on a blog or website
- a household name** ⁿ
a name that everyone knows – a famous person's name

Answers at the back

1 Pre-reading

Think of as many famous brands as you can in just two minutes. Which words, images or ideas do you associate with any of them?

2 Reading I

How do you think you can create a personal brand? Think. Then, read the article once to compare your ideas.

3 Reading II

Read the article again. Then, answer the questions without referring back to the article.

1. What's the first thing you've got to do, according to the writer?
2. What's a Personal Branding Toolkit?
3. What should a personal brand statement say about you?
4. What does the writer say about your website name?
5. What type of things should you blog about?
6. What should you use Facebook and Twitter for?

PERSONAL BRANDING

Answers at the back

1 Word identification

Find words in the text from the previous page that match the following definitions.

1. The action of creating a brand around your name, your career or your profession (**expression**).
2. A combination of colours (**expression**).
3. To give something a particular look or image (**verb**).
4. A sentence that describes who you are and what you do (**expression**).
5. A memorable phrase used in advertising to describe a product (**expression**).
6. A sentence or paragraph that explains what a company is and what it wants to achieve (**expression**).
7. What it is that makes you different or special – your USP (**expression**).
8. A fashion (**noun**).
9. A photo or piece of text, etc. that you put onto a blog or website (**noun**).
10. A name that everyone knows – a famous person's name (**expression**).

2 Collocations

Complete the following expressions with the correct prepositions.

1. She did it in preparation _____ the meeting.
2. He got _____ politics at an early age.
3. It's a recognisable feature _____ it.
4. It's good value _____ money.
5. She worked _____ an engineer.
6. I'd like to get a second opinion _____ it.
7. She set _____ a new website.
8. I've never worked _____ her before.



9. You should prepare yourself _____ it.
10. You should tell people _____ your new website.
11. It was branded _____ her colours.
12. It included a short video _____ herself.

3 Vocabulary drill

Answer the questions with full answers. Invent where necessary.

- What colours do you think best represent you? Why?
- Have you got a personal logo? What is it?
- What's your motto? Why do you like it?
- What are some of your favourite quotes? Why do you like them?
- What would you say your catch line is?
- What's your mission statement?
- How would you describe your USP (unique selling proposition)?
- What are the trends shaping your industry at the moment?
- When was the last time

you posted something online? What was it?

- Which famous people in your country are household names?
- What have you done to prepare your personal branding toolkit?
- How are you promoting your personal brand?

4 Video

Watch this video on personal branding. Search YouTube for "James Caan's Top Tips: Build Your Personal Brand".

First viewing

What does James promote at the end of the video?

Second viewing

Watch the video again. Then, answer the questions.

1. What can you use to build your personal brand?
2. What should you promote and market?
3. What should you do at industry events?
4. What should every employee recognise?
5. How can you maximise your value?

5 Extension

Start preparing your personal branding toolkit in English. Do as much of the following as you can:

- Decide what your website is going to look like. Make notes on the text, images and colours for it.
- Design a personal logo.
- Write out a personal brand statement.
- Think about how you can brand any documents, stationery or business cards.
- Write out a personal catch line and mission statement.
- Think about your personal USP and write it out in just one sentence.
- Decide which photos you'd like to include of yourself on your website, etc..

When you're ready, present your personal branding toolkit to a colleague and answer any questions.