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SUCCESS IN BUSINESS SUCCESS IN LIFE

Przygotuj się do
Międzynarodowego Egzaminu Kwalifikacyjnego
Londyńskiej Izby Przemysłowo-Handlowej (LCCI)
z angielskiego języka biznesowego
English for Business

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Introduction

Why do we learn languages? – The answer seems simple. We learn them to be able to communicate with people in personal and professional situations. It is this ability to communicate that lets us function in all spheres of life. The better we can communicate, the better, the more efficiently, the more successfully we can function.

Why do we take language proficiency exams? – The answer is also simple. We take them to obtain a proof of being able to communicate, a written, certified proof (of value to both ourselves and others, for instance, our potential employers) that we can use a given language in contacts with others, often also in specific professional environments, for specific professional purposes.

We are offering you a book which will help you to prepare for the **LCCI English for Business Examination**, an examination commonly recognized and highly appreciated by the business world.

The aim of this exam is to check the examinee's ability to use the English language orally and in writing in an international working environment, business and administration included. With their over 100-year experience, the **London Chamber of Commerce and Industry** is an examination institution highly revered in both the international academic circles and among employers worldwide.

LCCI English for Business is perceived by firms, corporations and institutions globally as offering an objective and reliable confirmation of business English-related skills. **LCCI English for Business certificates** are qualifications sought in candidates for a job in areas such as finance, marketing, customer service, business, administration and many others.

Every year the **LCCI English for Business exam** is taken by approx. 250,000 candidates eager to obtain qualifications which they rightly believe will help them in pursuing their professional career. You can join them!

There are **five levels** of the **LCCI English for Business**, each of them consisting of the obligatory written part (Reading and Writing) and the optional parts (Speaking and Listening).

There are five levels of the exam, each next one more advanced:

Preliminary	CEFR A1–A2
Level 1	CEFR A2–B1
Level 2	CEFR B1–B2
Level 3	CEFR B2–C1
Level 4	CEFR C1–C2

LCCI English for Business is one of the most frequently chosen LCCI examinations. An LCCI certificate can help you obtain a credit in an English language course at a higher education institution, join international students' exchange programmes, land scholarships and internships, a dream job or a promotion.

What is expected of an LCCI candidate is the ability to accurately understand a text, to formulate a written text, to handle business and formal correspondence, that is to communicate fluently in English, in writing and orally.

The book we are offering you, *Success in Business, Success in Life*, is here to help you.

Part I – introduces you to the nature and structure of the examination, offering you examples, phrases, expressions and practical tips which will prepare you for passing the **LCCI English for Business** examination with ease and confidence.

Part II – gives you ample opportunities to practice **LCCI English for Business**-required skills while simultaneously allowing you to enrich and reinforce vocabulary, phrases, structures likely to prove of importance during the LCCI examination as well as in everyday business life. In our selection of topics we attempted to focus on the aspects of business which are of major, though often not fully recognized importance, and which we are likely to face and thus should be prepared for in the future.

Learning need not be hard and boring work. Learning should and can be interesting and pleasant.

We hope that our book, though requiring effort and involvement on your part, will not only prepare you for the LCCI exam, expand your knowledge of both the language and the business world around, but will also be a pleasure to work with, raising your interest in the present economic reality and new business trends emerging all the time in front of us.

More information about LCCI International Qualifications is available at: <https://qualifications.pearson.com>

Dlaczego uczymy się języków? – Odpowiedź wydaje się prosta. Uczymy się ich, aby porozumiewać się z innymi w życiu prywatnym i zawodowym. To ta umiejętność komunikowania się pozwala nam żyć i pracować, odnosić sukcesy i odczuwać zadowolenie. Im lepiej potrafimy to robić, tym sprawniej i z większym powodzeniem działamy.

Dlaczego przystępujemy do egzaminów językowych? – Odpowiedź jest również prosta. Przystępujemy do nich, aby się sprawdzić, aby uzyskać obiektywne potwierdzenie naszych umiejętności. Certyfikat LCCI EFB jest powszechnie rozpoznawalny i uznawany, również przez naszych potencjalnych pracodawców. Jest to dokument, który zaświadczy, że potrafimy sprawnie i skutecznie posługiwać się językiem obcym w kontaktach z innymi, często także w środowisku zawodowym, do konkretnych celów zawodowych.

Oddajemy w Twoje ręce podręcznik, który pomoże Ci przygotować się do egzaminu **LCCI English for Business**, powszechnie uznawanego i wysoce cenionego w świecie biznesu i nie tylko.

Egzaminy **LCCI English for Business** są egzaminami z zakresu specjalistycznego języka angielskiego, których celem jest sprawdzenie umiejętności posługiwania się językiem angielskim zarówno w mowie, jak i w piśmie w międzynarodowym środowisku pracy administracji i biznesu.

Londyńska Izba Handlowo-Przemysłowa (LCCI) to instytucja egzaminacyjna, która cieszy się uznaniem w międzynarodowym środowisku akademickim oraz wśród pracodawców. **Certyfikaty LCCI English for Business** są postrzegane przez firmy, korporacje i instytucje na całym świecie jako obiektywne i rzetelne potwierdzenie umiejętności w zakresie biznesowego języka angielskiego. **Ośrodek LCCI** ma ponad 100-letnie doświadczenie w organizowaniu egzaminów językowych potwierdzających kwalifikacje umożliwiające wejście na międzynarodowy rynek pracy i biznesu. **Certyfikaty LCCI** są poszukiwanymi kwalifikacjami w dziedzinie finansów, marketingu, obsługi klienta, biznesu i administracji.

Każdego roku około 250 000 kandydatów decyduje się zdobyć kwalifikacje potwierdzone przez Centrum LCCI, wiedząc, że może im to pomóc w dalszej karierze zawodowej. Możesz do nich dołączyć!

Każdy z poziomów egzaminu **LCCI English for Business**, od Preliminary do Level 4, składa się z obowiązkowej części pisemnej (Reading and Writing), oraz opcjonalnych części: ustnej (Speaking) i rozumienia ze słuchu (Listening).

Poziomy zaawansowania

Preliminary	A1–A2	w skali CEFR
Level 1	A2–B1	w skali CEFR
Level 2	B1–B2	w skali CEFR

Level 3 B2–C1 w skali CEFR

Level 4 C1–C2 w skali CEFR

LCCI English for Business to najczęściej wybierany przez zdających egzamin LCCI. Stanowi podstawę zaliczenia lektoratów na uczelniach wyższych. Dzięki certyfikatowi **English for Business** studenci mogą uczestniczyć w międzynarodowych programach wymiany studentów oraz zdobyć wymarzoną pracę zarówno w Polsce, jak i za granicą.

Wymagania: od zdających egzamin **English for Business** wymagana jest przede wszystkim umiejętność precyzyjnego zrozumienia tekstu, formułowania wypowiedzi pisemnych, opracowania korespondencji ogólnobiznesowej, handlowej i służbowej oraz biegłego komunikowania się w języku angielskim w piśmie i w mowie.

Książka, którą masz przed sobą, *Success in Business, Success in Life*, pomoże Ci spełnić te wymagania.

Część I – zapozna Cię z charakterem i strukturą egzaminu, wymaganiami stawianymi kandydatom na poszczególnych poziomach, da wiele przykładów, pomocnych zwrotów i praktycznych wskazówek.

Część II – pozwoli Ci rozwijać i ćwiczyć wymagane przez **LCCI English for Business** umiejętności, jednocześnie wzbogacając słownictwo, frazeologię i struktury, które okażą się cenne w czasie egzaminu **LCCI English for Business**, ale również, a może przede wszystkim, w przyszłym życiu zawodowym. Wybraliśmy dla Ciebie tematy, których znajomość przyda Ci się w czasie egzaminu, skupiając się jednocześnie na tych zagadnieniach, które niewątpliwie zyskają na znaczeniu w przyszłości.

Nauka nie musi być żmudnym i nudnym zajęciem. Nauka może i powinna być interesująca i przyjemna.

Ufamy, że ten podręcznik, chociaż wymagający wysiłku i zaangażowania, nie tylko przygotuje Cię do egzaminu **LCCI English for Business**, pozwoli Ci doskonalić umiejętności językowe i poszerzy Twoją wiedzę o świecie, w którym żyjesz i pracujesz, ale będzie również rozwijał Twoje zainteresowania oraz pozwoli Ci poznać nowe zjawiska i trendy w świecie biznesu.

Więcej informacji na temat egzaminów LCCI: <https://qualifications.pearson.com>

See: Literature, Resources, Recommended Reading and Examination Practice Materials

A. Reading and Writing

1. Tricks of the Trade: Practising and mastering reading and writing skills for LCCI EFB exam

The writing process is not only about time management, handwriting, spelling and punctuation although they are obviously very important when practising for the exam. It is important to note that the LCCI examinations, which are the main focus of the materials presented in this book, may pose a challenge for students in the era of ICT communications, as we tend to be out of practice with regard to producing handwritten texts and due to this fact, editing, checking spelling and legible handwriting can no longer be taken for granted. Therefore, students should read a lot and practise their revising and proofreading skills, learn to plan in advance the layout, structure and organization of the text they produce. Reading may be helpful in avoiding spelling mistakes which may be more frequent when editing tools and spellcheckers do our revising and proofreading for us. Also, students preparing for the LCCI exam should try to refer to a traditional dictionary. Remember, you are not allowed to use a dictionary where there are instructions presenting typical layouts of a letter, report, memo, etc. The candidates are not allowed sections of your dictionary should be covered and sealed (e.g. with an adhesive tape).

It is important to remember that writing requires planning as well as organizational skills which will help students to combine, link and structure paragraphs and sentences together. Moreover, succeeding in examination tasks is only possible when you have the necessary language skills and linguistic knowledge related to **grammar rules, sentence structure, subject-verb agreement, spelling and punctuation (writing), pronunciation and intonation (speaking), word order**, etc. The knowledge of the proper **style, register and topic vocabulary** will allow you to **process and select, paraphrase and reword** information given in the instructions and the task scenario.

At this point, a question arises: How to practise and master writing and speaking skills? It is important to remember that every problem-solving process needs to involve stages such as: brainstorming and pre-consideration, working on concepts and ideas, **planning, drafting and redrafting, proofreading** before presenting the **final version** of your text. The authors of this book recommend obtaining feedback from teachers or peers as well as referring to samples and model answers.

There are numerous issues which may seem problematic to candidates considering taking the LCCI English for Business exam.

The language problems which may be frequently encountered among non-native speakers usually relate to:

- grammar, in particular, tenses, irregular verbs, modal verbs, subject + verb agreement, uncountable nouns, articles, passive voice, reported questions, etc.,
- sentence structure, word order,
- incorrect collocations or prepositions, literal translation of idiomatic expressions,
- spelling and punctuation,
- formality and proper tone of your writing,
- false friends which occur in basically every language.

Typical mistakes:

- *We *looking* forward to seeing you this week.
..... are looking
- *He *teached* us many important things.
..... taught
- *You *should thought* about this earlier.
..... should have thought
- *There *is* many people interested in this project.
..... are
- *He provided us with a lot of *informations* and offered many useful *advices*.
..... information a lot of useful advice/many useful recommendations ...
- *The project *is implementing* this week.
..... is being implemented
- *He asked me where *did I want* to work.
..... I wanted
- **Making* business in Japan may be perceived as a challenge.
Doing
- *It depends *from* the circumstances.
..... on

- *On the one *side*, relocation can bring about many positive changes in your life, on the other, it may be a stressful experience for you and your family.

..... hand,

- **See you at the interview*. (informal or colloquial language)

I look forward to meeting you during a job interview

- *I can't stand your attitude. You will be fired if such a situation happens again! (emotional and inappropriate personal remarks/comments)

I am afraid we cannot allow such a situation to continue. I regret to say that if your performance does not improve, we shall have no alternative but to terminate your employment contact.

- *Could you send us your *actual* price list? (false friend, in Polish the term 'actual' means 'faktyczny, rzeczywisty')

..... current

Another aspect which may sometimes be ignored by both students and teachers are **culture-bound conventions** concerning business and social behaviour, business correspondence and face-to-face meetings. For instance, Polish students tend to find it difficult to boast about their competence and achievements because in our culture modesty and humility are frequently valued more than self-confidence. However, indicating and emphasizing your strengths is required when writing a letter of application. In Asian cultures, for example, people tend to share the same viewpoint on being humble and patient. For people belonging to Chinese, Japanese or Korean cultures it is difficult to use direct language when preparing texts such as reminders concerning overdue payments and outstanding invoices or demanding compensation for the inconvenience they experienced or loss they suffered.

Therefore, there are many aspects which we should consider to ensure succeeding in LCCI exams. Useful preparation stages before writing include **brainstorming** and **discussions of case studies**.

Next, we should stress the importance of **reading instructions** carefully, paying attention to details. We should note at this point that there are some elements we should never ignore, because instructions may contain comments such as: 'You may assume that headed paper is used', 'Do not include recommendations for the Management Board', 'Write an informal report for other members of your team', 'Write a circular letter', etc. Also, it is important to indicate that in some cases you will be writing a letter or a memo in your own name (then you should use your name and surname and include a handwritten signature between the complimentary close e.g. 'Yours sincerely' and a 'printed' version of your name and surname, position, company name, etc.), or at times you may be asked to write a letter on someone else's behalf, e.g. prepare the final version of a letter, memo or report for your boss's signature leaving empty space for him or her to place their handwritten signature).

In order to be able to produce a text, students need to know the so-called **genre** (a type of business correspondence, the categorization notion drawn from literature, here referring to a specific type of correspondence), i.e. a formal letter, report, memo, notice, leaflet, article, press release, etc. Also, when analysing different model answers made available at the website: <https://qualifications.pearson.com>, we may note that students are expected to use different layouts taking exams at different levels, e.g. LCCI English for Business Level 2 and LCCI English for Business Level 3 Report. Working on a report for EFB Level 2, we focus more on processing, selecting and organizing information into specific sections (which are clearly indicated and should be adhered to: Terms of Reference, Proceedings, Findings, Conclusions and Recommendations), while students taking LCCI EFB Level 3 examinations have a greater degree of freedom, using a memo-style report and selecting headings and subheadings and dividing information into sections at their discretion. Obviously, the report should still be logically divided into introduction, findings, conclusions and recommendations. It is important to indicate that the section related to 'Findings' may already indicate the content of the report, e.g. 'Advantages and disadvantages of relocating to India' or 'Results of the customer survey'. Conclusions and recommendations might be presented as one section, discussed in one paragraph or commented on in the form of a list of main points.

After processing and selecting information to be included in the answer, it is important to note that students cannot repeat expressions, words and phrases used in the task scenario/instructions unless they are dealing with proper names or technical terms. All other vocabulary items, expressions and clauses should be reworded and paraphrased. Learning synonyms or near synonyms, collocations, practising transformations and doing tasks related to word formation or different grammar structures included in this book will help you master the **rewording and paraphrasing** skills.

Students should focus on structuring and linking the ideas they believe should be incorporated in their texts. The ability to produce a coherent and cohesive text is the key to succeeding in the exam. **Coherence** refers to creating and developing arguments in a logical sequence/order a logical sequence which the reader will be able to accept, fully understand and relate to. **Cohesion** is related to the structure and organization of your text where sentences are combined, linked and connected with each other forming a final version of the text which may be perceived as one whole and give the reader an impression of unity and a well-considered arrangement of ideas.

The stages of planning, drafting, redrafting and revising help students produce a coherent and cohesive final version of the text – starting from the introduction through the main body and ending with a conclusion. There is **no word limit requirement** in LCCI English for Business exams. However, candidates need to include relevant content from the task scenario and exclude unnecessary or redundant,

repetitive elements from your writing. Therefore, they should adhere to the principle: ‘Write without fear, edit without mercy’.

When writing an examination answer, it is necessary to constantly keep in mind the three basic elements of business writing which are: a **purpose**, **audience** and desirable **response** on the part of the recipient/recipients. Thus, students need a clearly defined goal – why they are writing this memo, letter or report, who the addressee will be and what kind of a reaction they hope to evoke or action to trigger. A common mistake which many learners make is that they lose sight of their objective or they do not know exactly what they wish to achieve as a result of the piece of writing they produce. For example, a letter of complaint should include the students’ expectations concerning compensation or redressing the damage you have suffered. Their letter of apology should ask for details or contain information about what they can offer to make up for the harm, loss or damage. In a letter of application, they should express willingness to attend a job interview or they might present contact details of people who agreed to supply references to their potential future employers.

Candidates should remember that business and commercial correspondence is generally expected to make use of and frequently uses **specialist terms** (the so-called **topic knowledge** is required), **standard fixed phrases** as well as appropriate **style and tone**.

Specialist terms will help students to express their views and voice their expectations with greater accuracy and **standard phrases** used in formal business correspondence will help the examinees to deal with difficult, challenging or tricky situations, such as, for example, late payments, outstanding invoices, breaching contracts, goods damaged in transit, impolite behaviour of staff, etc. When applying for a job interview words and expressions such as: application form, job interview, selection process, shortlisting, applicant, candidate, background, professional experience, vocational training, position, former employer, references, computer literacy, command of a foreign language, etc., will help students to succeed in the exam, and later, after obtaining a certificate, perhaps land a job of their dreams. Also, the statement ‘We note from our records that the invoice no. 90778657 has not been paid yet.’ is much better than ‘You have not paid your invoice’. The typical expressions and phrases presented in this book will also help the candidates to organize their arguments, the functions of these typical clauses might serve as a checklist when producing a letter or a report. Also, they will help them to remember to include important details such as names, dates, reference numbers, information about a previous contact or the examinees’ expectations concerning the future course of action.

A **proper style and tone** allow students to deal with difficult situations and difficult people (those we meet in real life or those created for the needs of examination tasks). Using passive voice makes it possible to refrain from pointing the finger at someone, directly accusing them of doing something as well as taking and accept-

ing the blame yourself. The examples are as follows: ‘I’m afraid the report is not ready to be sent yet.’, ‘The invoice no. 75946575 is still outstanding.’ To analyse this tendency in greater detail, readers might consider the changing style of subsequent reminders regarding default in payment and the final demand.

Reminder 1. ... According to our records, the invoice no. ... is still outstanding. If you are satisfied with the service, we would like to ask you ...

Reminder 2. ... I wish to draw your attention to my previous email of ... We are very concerned that the invoice has not been settled yet. We would appreciate it if you could ...

Reminder 3. ... I am afraid we still have not received the payment for the invoice no ... this situation cannot be allowed to continue ...

Final demand ... Following my emails of ..., I must inform you that we have still not received the payment for the outstanding sum of ... Unless we receive the payment by the end of this week, we shall have no alternative but to take legal action to recover our money.

Formal and technical requirements are also important when preparing and taking LCCI English for Business Exam. According to instructions presented in the coursebooks preparing students for the Reading and Writing part of the exam as well as past papers and model answers, students are required to use **fully blocked style** (also referred to as full block style), which means that all lines should start against the same left margin, and they should not use indentations for new paragraphs. Another point related to layout, clarity and aesthetics of the produced document, is to remember to leave blank **space between paragraphs** and different sections of a letter, memo, report, article and other written forms. Unless otherwise specified in the instructions, candidates should use **a formal or neutral style of writing**. In the majority of tasks, they should **avoid using contracted forms**. It is recommended to use, for instance, *do not* instead of **don't*, *will not* instead of **won't*, *is not* instead of **isn't*, etc. Generally, students should **avoid abbreviated forms** such as **advert* for *advertisement* or **info* for *information*. They should also **avoid using casual expressions or slang**: **and stuff* (which may be replaced with *etc.*), **gonna* (which could be replaced with *going to/intend*). Expressions such as ‘some company’, ‘some employees’, etc. should be avoided as being imprecise. You should include dates, reference numbers, locations, descriptions etc. in order to be more specific or accurate. It is important to add that in the case of specific tasks such as a notice or a report it is possible to organize your ideas using **numbers, letters or bullet points**.

See: Literature, Resources, Recommended Reading and Examination Practice Materials.

Examination tips

Before the exam:

- practise your time management skills, set a time limit for every examination task,
- work on your handwriting and aesthetics of your texts,
- check spelling frequently, do not rely only on spellcheckers and editing software, learn punctuation rules and try to use a traditional paper dictionary from time to time,
- work on error correction tasks, know your weaknesses and problem areas (punctuation, subject-verb agreement, articles etc.), revise the texts before submitting them,
- be aware of cultural conditionings of business communication available at: <https://qualifications.pearson.com>, adapt the style, tone and contents of the text you produce to exam requirements,
- analyse sample past papers and model answers.

During the exam:

- read instructions carefully, watch out for additional comments,
- focus on the purpose, audience and desired response you expect from the recipient,
- process and select information which you need to include – be brief, accurate and to-the-point!
- remember about the need to reword and paraphrase information from the instructions and task scenario,
- be your own critic, make sure you produce a coherent and cohesive text,
- use specialist vocabulary and standard business phrases,
- adapt the style and tone of your writing to the circumstances described in the scenario.

After the exam:

- do not worry too much, you have worked so hard to achieve this goal!

2. LCCI EFB Reading and Writing Level 2

LCCI EXAMINATION FORMAT

1. Use **fully blocked style**.
All lines should start against the same left margin, do not use indentations for new paragraphs.
2. Leave **space** between paragraphs for clarity. Make your handwritten paper as aesthetic and readable as possible.
3. Use **formal or neutral style**.
Read instructions carefully! Sometimes the instruction contains additional comments on the style – for example, ‘produce an informal report’. Please remember that what you read in the instructions (use informal language, use headed paper, prepare a letter for your manager’s signature, do not include recommendations in your report, etc.) should always be given priority.
4. **Avoid contracted forms**:
Use *do not* (not *don’t), *will not* (not *won’t), *is not* (not *isn’t), etc.
5. **Avoid abbreviated forms**: *advertisements* (not *ads), *information* (not *info), etc.
6. **Avoid casual expressions or slang**: **and stuff* (and others), **gonna* (going to), **how come* (why, what is the reason), **some company* (imprecise), etc.
7. Organize your ideas, use numbers, letters or bullet points.

READING AND WRITING TASKS FOR LCCI ENGLISH FOR BUSINESS LEVEL 2

Reading and Writing Test includes 3 tasks (Question 1, Question 2 and Question 3).

See: Literature, Resources, Recommended Reading and Examination Practice Materials.
Sample Answers: <https://qualifications.pearson.com/en/qualifications/lcci/english-language/english-for-business.html>

QUESTION 1.

In Question 1 Candidates choose one of three options. There are five possible tasks altogether which may appear in Question 1. They are as follows: **memo, report, article, leaflet** or **notice**.

All the options and instructions are presented below:

SECTION 1. LEAFLET: Instructions

Leaflet

- is presented on one sheet of paper,
- uses persuasive, clear and direct language,

- presents brief and accurate information,
- needs to convey a clear and engaging message,
- has to be easy to follow and understand,
- needs to be eye-catching and encourage the reader to learn more about the presented phenomenon, issue or item and trigger the desired action.

Remember, full sentences are not essential in a leaflet, but still the message must be cohesive.

Pictures and colouring are not forbidden but they will not give you additional points.

You may use a variety of techniques such as:

- centralising text
- rhetorical questions
- numbers or bullet points
- short sentences, slogans, etc.
- capital letters, underlining or different size of lettering to add emphasis

Don't forget to give contact details (if needed).

Sample Examination Task

Your boss, Alice Clarke, has asked you to prepare a leaflet advertising *Go Ahead Centre* you work for. She commented that she does not like words scattered on the page. She asked you to use well-connected English. You have already prepared notes on what kind of information you would like to include in the leaflet.

GO AHEAD CENTRE – Health and fitness centre

Website: www.start-right-now.com

Address: 35 Mickiewicza Street

Our staff:

- dieticians,
- physiotherapists,
- psychologists,
- personal trainers.

All employees have good qualifications and wide experience.

We are available 7 days a week.

We offer a personalized approach and personal action plan.

Emphasise the connection between health and fitness and general well-being.

It's important to make a decision to start now.

Use your notes to **prepare a leaflet**.

Sample Answer

GO AHEAD CENTRE

Our Health and Fitness Club, GO AHEAD CENTRE, is offering you a comprehensive, personalized approach to health and fitness.

Our highly-qualified and experienced **dieticians, physiotherapists, psychologists and personal trainers** are available **7 days a week**.

Create the best personal path to improve your health and fitness!

Enjoy a successful personal and professional life!

Visit our website **www.start-right-now.com** or our Centre located at **35, Mickiewicza Street**.
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Issued on: 12 June 2018

SECTION 2. NOTICE: Instructions

Notice:

- needs to give a clear message,
- has to be easy to understand,
- needs to be eye-catching,

Students should remember to use more formal language than in the case of a leaflet. They should use full sentences. They can use headings, capital letters and underlining and include contact details (if needed). Don't forget to give contact details.

Include: Name, date!!!

MODEL

Introduction of a new security system

This is to inform you about the implementation of a new security system.

In view of the need to satisfy ever more stringent formal security requirements we have been forced to replace our previous system with new, more advanced software. The new system will cater for the needs of our customers and secure their personal data to the extent compliant with the legal regulations which shall enter into force this year.

The new system will be installed on 12–14th of June. Its implementation will be followed by appropriate staff training sessions. The schedule of the training will be announced soon.

We apologise for any possible temporary inconvenience and we appreciate your understanding as we continue to provide high-quality services and improve customer experience.

A Candidate
12 June 2018

Sample Examination Task

You work as Customer Care Manager and decided to **write a notice** to new members of staff providing them with guidelines on how to ensure the high quality of customer service. The notice will be put on the notice board.

You consulted experienced employees working in the department to give their comments. You have noted down their recommendations. The information you collected during the interviews is given below.

'It's important to listen carefully to customers and try to satisfy their needs.'
'Treat others as you wish to be treated. Be kind to other people.'
'When a problem appears, inform clients about your actions and progress.'
'If you do not act as you declare, you won't be credible.'
'Remember to be patient and willing to help.'
'Apologise when you can't do something on time.'
'If existing customers are satisfied with your products and services, and they recommend the products and services to their friends and relatives.'
 You can add your comments.

SAMPLE ANSWER

CUSTOMER SERVICE

Here are some rules we would like all members of staff to adhere to:

1. Identify customers who need your help or advice. Listen carefully to your clients' requirements.
2. Apologise for any delays. Make sure that customers understand the staff are doing their best to ensure that problems are being addressed quickly and efficiently.
3. Adhere to the company values. When creating a company culture, standard practices, or a mission statement, highlight the importance of customer service.
4. Make time for your customers. Happy customers give word-of-mouth referrals and that is how an overall positive company brand, image and reputation are built.
5. Greet your customers with a smile, ask appropriate questions and be truly interested in their answers. Treat each customer in the manner in which you wish to be treated.
6. Ask customers for their opinions on the company's services and products.

Remember, the image and reputation of our company is created by all of us, every day, day by day.

A Candidate
12 June 2018



PART II

LCCI English for Business Integrated Skills

Unit 1.

Globalization – A Way of No Return?

For years globalization used to have a positive connotation, used to be associated with global integration, with economic growth and social progress, with new opportunities for individuals and for countries. Enemies of globalization seemed to have been at best dangerous, aggressive rebels and their arguments irrational, groundless claims and accusations.

Look at the statements which follow. Discuss them and decide which of them

- you would find true of globalization,
- you would associate with progress, universal benefits,
- you would see as potentially dangerous in any, economic, social or cultural terms.

Substantiate your position by explaining what makes you think so.

1. Globalization leads to growing global integration in economy, finance, trade and communications.
2. Globalization implies the emergence of a world with free transfer of capital, goods and services across national frontiers.
3. Globalization means free movement of labour across national frontiers.
4. Globalization favours the levelling of economic and standard-of-living differences.
5. Globalization entails an increase in global trade exchange.
6. Globalization benefits primarily companies producing goods and trading in goods in many different countries.
7. Globalization results in everything, goods, services, lifestyle, culture, becoming similar, if not the same, worldwide.
8. Globalization involves ‘the tapping’ of cheaper foreign labour markets.
9. Globalization contributes to an increased unemployment rate in developed economies.
10. Globalization causes the domination of the global market by multinational and supranational companies.

Reading

Prior to reading the text check whether you remember what the terms listed stand for.

- | | |
|------------------------|--|
| 1. advantages of scale | a. practical knowledge or skill; expertise |
| 2. purchasing power | b. a set of statutes developed to regulate competition between companies |
| 3. know-how | c. the process or work of keeping financial accounts |
| 4. anti-trust law | d. the financial ability to buy products and services |
| 5. accounting | e. a just, open, and equitable competition, without the use of generally unacceptable or illegal practices |
| 6. money-laundering | f. the cost advantage that arises with increased output of a product |
| 7. fair competition | g. the concealment of the origins of illegally obtained money |

Task 1

Read the text and decide whether the statements which follow are true (T), false (F) or debatable (D). Substantiate your position.

1.

Globalization has been defined as a worldwide movement towards integration. Integration – doesn't it sound good? Shouldn't we strive towards it? But what integration – in economy, trade, finance, communications, culture? Integration between equal partners, sharing good solutions and benefits or merely an uncontrolled opening to an interconnected and interdependent world with free transfer of capital, goods and services across frontiers.

2.

In the early 1990s, going global, internationalizing their customers, production, capital and management seemed to be best option available to large companies to increase their operations and profits as well as to cut costs. Relocation of production facilities and the sourcing of materials, offshoring of numerous operations came along with aggressive selling into new markets. Multinational companies, with headquarters mostly, but not only, in the rich world mushroomed and swallowed their less tough rivals. They have come to own most of the world's intellectual property rights, make up almost 50% of the stock markets and account for a substantial part of world trade. Fueled by the drive towards higher returns and profits, their expansion seemed unlikely to be easily hindered. The three players involved, investors, headquarters countries and host countries, each believed in the benefits of globalization

though for different reasons. Investors counted on the huge potential of economies of scale, a larger ‘single’ market, lower labour costs, cheaper raw materials, lighter anti-pollution regulations. And indeed it worked. Headquarters countries expected high foreign profits from the firms’ operations. And their expectations were satisfied. Host countries, mostly emerging economies, perceived globalization as an opportunity to accelerate their economic development, receive modern technology, create new work places and improve the standard of living of the population. And so it happened.

3.

For some twenty years, the benefits resulting from globalization outweighed and overshadowed its negative effects, though not to its sworn critics. Globalization has practically killed fair competition as strong companies from the developed countries had an obvious competitive edge over their national, local counterparts. While big corporations flourished, small companies fared poorly and were often forced to go out of business.

4.

An increasing body of evidence suggests that globalization has already lost much of its allure. The returns on equity (ROE) of leading developed-countries based multinationals have dropped by several percent and so have returns on the foreign operations of practically all firms. Returns reported by multinationals based in emerging economies, which account for approximately one seventh of the overall activity of global firms, have also dwindled. While half of the above deterioration can be attributed to the economic slowdown-generated slump in commodity prices, the remainder is due to a chain reaction triggered by it, which affected firms providing the specialist services behind globalization, banking services including. Experts point out to wearing out advantages of scale and arbitrage, rising wages in hitherto cheap-labour countries, falling sales resulting from the weaker purchasing power of the population, freer flow of information making it easier for competitors to catch up in technology and know-how. Raising awareness of local populations also seems to favour firms with a domestic focus. As a result, according to some sources, the share of multinationals in global profits has fallen from 35% ten years ago to only 30% now.

5.

Global multinational firms have also lost a lot following the financial crisis. The fact that they created jobs abroad, but not at home, thus generating unemployment, caused that they started to be seen as agents of inequality and destabilization. As a result political willingness to support them waned, especially when it was exposed that profits from the intellectual property hoarded by them contribute to the growth of the wealth of an already wealthy elite. Also, legislation has been tightened in both

headquarters and host countries with respect to accounting, anti-trust law, taxation, money-laundering, bank-capital rules as well as provision of safeguards to protect local jobs and plants.

1. Globalization is a purely economic phenomenon.
2. Globalization is not a new phenomenon.
3. There are three parties to globalization, all with the same goal.
4. Inhabitants of the developing countries have gained most thanks to globalization.
5. Globalization remains the driving force of economic growth.
6. Fair competition is inherent to globalization.
7. Multinational companies based in the emerging economies are best-off.
8. The economic environment in which multinationals operate has not changed over the past 25 years.
9. There is a trend towards greater control and tighter protection in economic activities.

Task 2

**Scan the text to find equivalents of the words and phrases given below.
Work horizontally.**

1-2.

to describe

free, not monitored

to proliferate, to increase

driven, motivated

to believe in, to rely on

to seem, to appear

movement, flow

to ingest, to take over

hampered, halted, stopped

to meet, to cover, to cater for

3.

caused by

advantage over others

to thrive, to do very well

determined

equivalent, peer

not to do well

4.

number of proofs

money earned, gains on investment

total

said to be due to

up till now

attractiveness, attraction

to explain, constitute

to shrink, to decrease

the rest

orientation, concentration

5.

doer, emissary

readiness

to weaken, to decrease
collected, gathered
to make stricter

to reveal, to disclose
very small privileged group
protective measures, controls

Task 3

Explain (orally and in writing) the meaning of the words and phrases which follow:

a)

1. integration
2. capital
3. offshoring
4. relocation
5. legislation

b)

1. intellectual property
2. emerging economies
3. competitive edge
4. economic slowdown
5. domestic focus

Task 4

Match the synonyms or near synonyms. Use the words from the first column to complete the sentences. Next, transform them using the prompts suggested.

- | | |
|------------------|--|
| 1. to hinder | a. to initiate, to start |
| 2. to mushroom | b. to see |
| 3. to perceive | c. to safeguard |
| 4. to accelerate | d. to hamper, to impede |
| 5. to protect | e. to proliferate, to appear in great number |
| 6. to dwindle | f. to speed up |
| 7. to trigger | g. to shrink, to decrease rapidly |

1. The relaxation of hitherto strict antitrust law is bound to a wave of fierce competition. (feared)

.....

2. We hope that the eased taxation regime will the flow of foreign investment. (hoped)
.....
3. The number of small businesses has due to competition on the part of giants. (reported)
.....
4. Everybody the new legislation as a step backward. (commonly perceived)
.....
5. We would like these controls to the flood of cheap goods from abroad. (expected)
.....
6. The number of catering franchises is thanks to increased demand but also eased registration and taxation conditions. (known)
.....
7. We expect these safeguards to domestic manufacturers against foreign competition. (intended)
.....

Task 5

Complete the table.

Noun	Verb	Adjective/Participle
solution		
		uncontrolled
		interconnected
transfer		
option		
relocation		
	to hinder	
reason		
	to tighten	

Task 6

Match the columns to form collocations. Use the collocations to complete the sentences. Finally, ask questions which might trigger such answers.

- | | |
|-----------------|-----------------|
| 1. worldwide | a. materials |
| 2. production | b. counterparts |
| 3. intellectual | c. elite |
| 4. competitive | d. movement |
| 5. wealthy | e. facilities |
| 6. raw | f. edge |
| 7. local | g. property |

1. It is not our intention to push any company out of the market. We hope to establish cooperation with our and together satisfy the growing demand.
.....
2. Given the prospects for growing demand, we have good reason for expanding our That's why we are applying for credit.
.....
3. rights have never been well protected in our country. In this respect we are lagging behind most EU member countries. Hence, the draft law we are submitting to the parliament.
.....
4. One of the consequences of the economic slowdown is a decline in demand for This explains why exporting countries are seeking new sources of revenue.
.....
5. What gave us a was the development of a novel, breakthrough technology. This does not mean that we can rest self-satisfied. Our R&D is working hard and, believe me, we don't spare money on research.
.....
6. Let's face it! The taxation system has always favoured the interests of the It has led to an enormous divide in the society. It is high time to change the tax brackets and the tax rates.
.....
7. The upgrading of computer systems in terms of both software and hardware is an ongoing process. It is a We must keep up with it if we want to remain fully functional. That's why I am asking for funds, not only for maintenance but also for upgrading.

Task 7

Complete the sentences using the words from the box.

returns, competition, edge, scale, deterioration, taxation, share

1. We are concerned about the of the economic environment.
2. Some say that can be fair only in theory.
3. We would like our in the global market to increase.
4. Most companies find these on investments far from satisfactory.
5. In the global market it is easier for companies to take advantage of economies of
6. By making their product unique, distinct from other similar products they gained a competitive over other producers.
7. is one of the instruments governments can use to encourage or discourage economic activity.

Task 8

Match the columns to form collocations. Use the collocations (in their appropriate form) to complete the sentences. Try to add another argument to support the position.

- | | |
|------------------|-----------------------|
| 1. to satisfy | a. economic growth |
| 2. to accelerate | b. unemployment |
| 3. to favour | c. legislation |
| 4. to tighten | d. a chain reaction |
| 5. to generate | e. local jobs |
| 6. to trigger | f. domestic companies |
| 7. to protect | g. expectations |

1. They are calling on us to This is out of the question if we want to attract foreign investors.
2. We can't these exaggerated pay They will increase the already high budget deficit.
3. I am against People will always find gaps and ways to evade the rules.

4. Please, note that this will be perceived as protectionism. We can't any market participants, least of all, in this way.
5. Subsidies are but a temporary solution. They will not or give a boost to exports.
6. Can't you see the dangers of this policy? It is bound to and the situation on the job market is already tense.
7. How can you be so short-sighted! This move will Prices will rise, demand will dwindle,

Task 9

Match the words and their synonyms / near synonyms. Use both to complete the sentences.

- | | |
|-----------------|---------------|
| 1. frontier | a. collapse |
| 2. headquarters | b. gain |
| 3. willingness | c. competitor |
| 4. economies | d. seat |
| 5. profit | e. boarder |
| 6. rival | f. readiness |
| 7. slump | g. savings |

1. are always artificial, man made. We are for communication without
2. We are a non organization. We are not after financial
3. They have always shown to cooperate and we have reciprocated with our to combined sources.
4. A in one area does not necessarily mean a in all other areas, though it is often so due to a chain reaction of sorts.
5. I am against on education. We can make elsewhere, can't we?
6. I won't deny that we are but can also talk and even cooperate.
7. We have just moved our out of the city centre. The new location of our has better access and is also much more economical.

Task 10

Complete the sentences with suitable prepositions.

1. They did not foresee a slump demand for raw materials.
2. Lower budget revenues cannot be attributed economic slowdown only.
3. This policy is bound to contribute improvement the labour market.
4. The question is what other problems may result this mistake.
5. Journalists point numerous cases corruption the administration.
6. We can no longer count EU funds.
7. I wonder what returns equity we can expect this year.

Task 11

Read the text again. Then answer the questions without looking back to the text.

1. Why have banks, the banking system and financial institutions begun to attract more attention from 2008 on?
2. How did banks overcome the 2008 financial crisis?
3. What was the position of banks prior to the crisis? How has it changed since?
4. How have the expectations of customers changed? What is it forcing banks to provide?
5. What opportunities and threats have technological innovations generated in the world of banking?
6. Should banks be prepared to face competition? If so, on whose part and on what grounds?
7. What new dimensions, character and sources of risk must banks be able to face? How can they handle it?
8. Why have accounting and reporting practices in banking come to the limelight? Is this interest and insistence on their transparency and uniformity justified?

Writing and Speaking

- Prepare itemized lists of the expected benefits underpinning the drive towards offshoring and globalization on the part of a) foreign companies, b) host countries.
- Confront the expectations with actual outcomes.
- In view of the developments in national and global economy you have been asked to make an analysis of the situation (either from the point of view of a headquarter country or host country) and suggest what policy should be followed providing arguments to support it.

- You are to establish a foreign subsidiary/branch. Prepare a business plan and a SWOT analysis of your undertaking.
- Write a summary of your analysis findings.
- Be able to deliver your findings in the form of a presentation/speech.
- Write a proposal for a policy/strategy to be adopted.
- Be able to deliver your proposal orally, answer questions and clarify queries.

Listening I

Prior to listening, recall the meaning of the words and phrases given below by matching them with their definitions.

- | | |
|----------------|---|
| 1. inequality | a. a policy of promoting the interests of native inhabitants against those of immigrants, favouring growth of nationalism |
| 2. divide | b. a system used by the government to collect money from people |
| 3. emergence | c. the belief that one's nation is superior to and more important than others |
| 4. fraction | d. appearance, development |
| 5. nativism | e. imbalance, unfavourable differences |
| 6. nationalism | f. an important difference, gap, separation |
| 7. taxation | g. very small part, percentage |

Task 1

Listen to the text and decide whether the statements which follow are true (T), false (F) or debatable (D).

1. The text gives FDI figures for the 1970–2010 period.
2. FDI was steadily going up throughout the period.
3. The highest level of FDI was recorded in 2008.
4. The developed countries suffered a decline in FDI in the period referred to.
5. The expectations attached to the inflow of FDI have not been satisfied.
6. The share of the service sector in the economy has increased.
7. Governments of host countries welcomed FDI and foreign companies.
8. The distribution of FDI-generated profits has not been equally shared.
9. Increases in per capita incomes soared.
10. Globalization has given rise or a new impetus to a number of positive social phenomena.

Task 2

Listen to the text again. Prepare itemized lists of:

1. groups of countries which benefited from FDI
2. benefits expected to follow from FDI
3. actual positive effects of FDI and globalization
4. negative phenomena attributed to FDI and globalization

Task 3

Give (orally and in writing) definitions of the phenomena listed below. Support your definitions with examples and possible comments.

1. foreign direct investments
2. globalization
3. technology transfer
4. industrial restructuring
5. offshoring-oriented manufacturing

Task 4

Recap what you have heard. You can use the information referred to in the tasks done.

Task 5

Think what other words related to the words given you remember.

e.g. *direct* – indirect, to direct, direction, director, ...

1. investment
2. globalization
3. to encourage
4. restructuring
5. favourable
6. population
7. to contribute

Task 6

Join the columns to form collocations. Use them to complete the sentences. Finally, transform the sentences as suggested.

1. to run a. true
2. to encourage b. benefits

- | | |
|---------------|-------------------------|
| 3. to boost | c. conditions |
| 4. to drive | d. high |
| 5. to prove | e. an impressive growth |
| 6. to create | f. restructuring |
| 7. to witness | g. technology transfer |
| 8. to reap | h. growth |

1. If the policy is not implemented consistently, you will not any at all.
Unless
- 2 Performance will not improve if you do not manage to and thus upgrade the production facilities.
Unless
3. If you don't favourable for FDI, their presence in your economy will remain low.
Until
4. You will not in exports. You must first change your customs policy.
Until
5. These calculations must first Only then I will agree.
Until
6. The depression is likely to persist. So unemployment will
As long as
7. To increase the competitiveness of your economy, you must
Otherwise, nothing will change for the better.
..... unless
8. These measures must be implemented consistently. Otherwise, they will not drive
..... unless

Task 7

Listen to the text again to fill the blanks.

Figures do not lie. So... what do globalization figures reveal? One of the benefits of globalization always referred to is a rise of (FDI). A look at the total amount of FDI in the world in the years 1970–2012 shows that while it was rising, with ups and downs, but to reach its peak right before the 2008 global financial crisis, it then began to decline still running high. Where has most FDI gone? To the developing

world? To communist countries? have received but a tiny fraction. Surprisingly, the FDI by the developing countries with the developed ones as the of investments between developed countries also soared globalization.

What about the FDI-related benefits? FDI is believed to help technology transfer, industrial restructuring, the growth of global companies and, most importantly, growth in world trade. The first claims have only partly true. What made the developing countries interesting to investors was low labour costs so no real need for the export of advanced, environment-friendly technologies. Industrial restructuring take place but it was guided first of all by the offshoring-..... growth of the service sector and the offshoring-..... manufacturing. Global companies did develop and thrive, especially in the first years of globalization when host countries created very for their operations, for instance as regards taxation. The growth in world trade as high as in FDI unless trade in intangible goods were included.

How have the benefits of globalization been shared? One way to assess it is to have a look at the GDP The years 1989–2012 an impressive growth of ca. 162% in GDP per person globally as well as in the former communist countries, but the growth of this in the developing countries was even more reaching over 400%. However, while the income of of the world population grew significantly in the period from 1988 to 2008 (seen against its bottom level), it was the top 1% of the population that the most. Thus, globalization has also contributed to the growth of income, to the broadening of economic and social, to the emergence of negative, such as populism, nativism and nationalism.

Writing and Speaking

- Imagine you are a journalist from a developing country or an emerging economy. Write an article about the past and future role of FDIs in the economy of your country. Adopt either a pro or a contra or a neutral attitude. (*LCCI English for Business Examination Practice, see Model Answer: Article, pp. 26–27; 38*)
- You strongly believe that your country needs FDIs. They will not flow in unless the government creates an adequate environment to attract them.
 - Prepare a written proposal in this respect.
 - Be able to deliver the proposal orally, answer potential answers and queries.

Listening II

Prior to listening check whether you remember the terms and words given below by matching them with their definitions or near synonyms.

- | | |
|--------------------------|---|
| 1. intellectual property | a. the process of creating and strengthening the brand name node in the brand memory network through brand name exposure |
| 2. franchising | b. a strong negative reaction by a large number of people |
| 3. brand imprint | c. a company controlled by a holding company |
| 4. backlash | d. place of residence |
| 5. subsidiary | e. the total amount of money received by the government from taxation |
| 6. domicile | f. intangible property resulting from creativity, e.g. patents, copyrights |
| 7. tax revenue | g. an arrangement where one party grants another party the right to use its trademark or trade-name as well as certain business systems and processes |

Text (a)

Task 1

Listen to the mini-texts one by one, take notes. Use the notes to recap what you have heard orally and/or in writing. Then, do the exercises.

Task 2

Join the columns to form collocations. Use them to complete the sentences. Next, transform the sentences as suggested.

- | | |
|------------------|-------------------------|
| 1. to constitute | a. vulnerable |
| 2. to enjoy | b. the position |
| 3. to maintain | c. a different category |
| 4. to prove | d. protection |
| 5. to resort to | e. subsidiaries |
| 6. to secure | f. special policies |
| 7. to establish | g. a dominant position |

1. I suspect they have to remedy the situation. (might have)

2. I don't believe these companies There are no grounds for it. (can)
.....
3. I am sure they have put a lot of effort to their in the market. (must)
.....
4. It is quite possible that in spite of all the safeguards, they will still
..... in extreme conditions. (may)
.....
5. If I were them, I would in this market to facilitate operations. (should)
.....
6. I could bet that they special Otherwise, they wouldn't be doing so well. (must)
.....
7. They wouldn't be able to in this market for so long unless they were really strong. (must)
.....

Task 3

Listen to the text (a) again to fill the blanks.

The global digital and intellectual property multinationals, the intangible multinationals – technology firms, companies, companies – seem to constitute a different category altogether. They do not enjoy the protection of global concerned for the most part with physical goods and have relatively on the job market. Yet, they are visibly present. They have a global brand imprint and a market in the media, industry, drug market, food market. Will they be able to maintain their dominant position locally and globally? Or, will they also prove to nationalist backlashes? What policies can they resort to? Are they already to secure their position? Indeed they are. For instance, they are establishing subsidiaries in other countries, local elements and people to their marketing and advertising campaigns, actively..... in the local life and initiatives.

Text (b)

Task 1

Use the correct forms of the verbs from the box to complete the sentences. Then, transform them into questions.

to spread, to replace, to operate, to compete, to support, to judge, to target

1. We this market segment. (never) (Yes/No)
.....
2. We on this market since 1999.
How long
3. We them because we share the same goals. (always)
Why.....
4. We with them on this market for over 10 years.
How long
5. They these rumours to undermine their competitors' position.
Why
6. The opinion is negative because they the tender offer only in terms of cost.
Why
7. We the technology yet because of the high cost involved.
Why

Task 2

Put in the missing prepositions.

1. These changes are necessary due the developments technology.
2. Our goal is to operate the global scale. We hope to succeed achieving it 2–3 years.
3. This report has been prepared the basis of data reliable sources.
4. We cannot judge the situation the growing share of e-commerce trade general and retail trade particular.
5. Firms are well aware the demand personalized treatment customers and have become experts targeting them.
6. They have always competed terms prices and have always been experts making them acceptable customers.

7. These operations generate significant tax revenue the countries which they are domiciled owing favourable regulations.

Task 3

Listen to the text (b) again to fill the blanks.

Another segment of the global market spreading primarily the developments in technology is e-commerce. You be large to sell on a global scale. The number of small firms on this basis, exporting or importing goods on this basis has growing recently. Are they likely to replace at least the large multinational companies of the past? Will they be able to compete prices? Will they generate any significant to the countries in which they are domiciled? Will this fragmented market be more or less.....? Will it be more or less to the local populations? Will the latter the presence of e-commerce firms enough to make their existence feasible, that is profitable enough? the growing share of e-commerce in trade in general and in retail trade, the prospects look promising. Especially, on the Internet distance does not matter time, price and well-targeted offer do. E-commerce firms are of it and have become experts in targeting customers and making them an offer which is customized, if only seemingly. And do they succeed? Yes. More and more often they do.

Writing and Speaking

- Write a definition of globalization.
 - Write an article on the future of globalization. Attempt to foresee what shape it is likely to take, what aspects of globalization are worthwhile being maintained. (*LCCI English for Business Examination Practice, see Model Answer: Article, pp. 26–27; 38*)
 - Imagine that you are either an enthusiastic proponent of globalization or its implacable enemy. Prepare a speech to provide arguments in favour of your position.
- Prepare a series of 8 slides to accompany the presentation which you were asked to prepare. Each slide should have a short title and a maximum of 4 bullet points.

Język angielski

LCCI English for Business Level 2, 3 oraz 4

Egzaminy LCCI English for Business są egzaminami z zakresu specjalistycznego języka angielskiego, których celem jest sprawdzenie umiejętności posługiwania się angielskim w mowie i w piśmie w międzynarodowym biznesie. Certyfikaty LCCI English for Business są postrzegane przez firmy, korporacje i instytucje na całym świecie jako obiektywne i rzetelne potwierdzenie umiejętności w zakresie biznesowego języka angielskiego. Każdego roku 250 000 osób na świecie decyduje się zdobyć kwalifikacje potwierdzone przez Centrum LCCI, wiedząc, że może im to pomóc w dalszej karierze zawodowej. Certyfikaty LCCI są poszukiwanymi kwalifikacjami w dziedzinie finansów, marketingu, obsługi klienta, biznesu i administracji. Londyńska Izba Przemysłowo-Handlowa (LCCI) to instytucja egzaminacyjna, która oferuje egzaminy w 8500 licencjonowanych centrach egzaminacyjnych w 125 krajach, w tym w Polsce.

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