

6 Anforderungssituation 1: Welcome to the world of work		
7	A	Work experience work placement; describing jobs and duties
11	B	Working internationally talking about qualifications and experience; comparing requirements for working abroad
14	C	Jobs and job adverts analysing job adverts; talking about characteristics and skills; discussing benefits
19	D	Applying for a job writing and customizing CVs and cover letters; referring to education and training
26	E	Job interviews tips and common interview questions; telephone interviews; face-to-face interviews
29	F	Scenario
31 Anforderungssituation 2: In the workplace		
32	A	Europe at work facts and figures; understanding why people emigrate
37	B	Outsourcing and globalization outsourcing and employment trends; discussing a business decision jobs; the global economy
46	C	Companies at work describing companies and their organizational structures; corporate identity; sustainability ▶ BWR/HF 1
55	D	The changing workplace teleworking; discussing work issues
60	E	Scenario
62 Anforderungssituation 3: Products and services		
63	A	Advertising products company departments; an advertising agency; types and effectiveness of adverts; AIDA ▶ BWR/HF 4
68	B	Marketing decisions developing a new product; writing a product brief; designing an advertisement; writing packaging text and instructions; analysing and answering enquiries ▶ BWR/HF 3/4
74	C	Describing products and services Companies and their products; dealing with a customer; a telephone call; describing product specifications
81	D	Strategies and solutions analysing a business idea; evaluating service; making recommendations; dealing with documentation and instructions
85	E	Scenario

Appendix

174	Files	197	Skills
187	Glossary of business terms	212	Grammar summary

87	Anforderungssituation 4: Commercial correspondence		► BWR/HF 4
88	A	The layout of letters and e-mails	business letters and e-mails; writing numbers and dates
93	B	Enquiries	a letter of enquiry; an enquiry by e-mail
99	C	Offers	a telephone quotation; offers sent by e-mail and letter; comparing offers; terms of payment and Incoterms
108	D	Orders and acknowledgements	placing an order; writing prices; acknowledging an order
117	E	Payments and reminders	a request for payment; a commercial invoice; writing a reminder
123	F	Complaints	making complaints by telephone and in writing
130	G	Scenario	
132	Anforderungssituation 5: Communication at work		
133	A	Telephoning and voicemail	making and receiving phone calls; dealing with voicemail; saying telephone numbers; the spelling alphabet
137	B	Making appointments	referring to diaries; arranging and changing appointments
141	C	Travel arrangements	checking transport links; ordering a minicab
145	D	Hotel reservations	booking accommodation online and by telephone
150	E	Welcoming a visitor	introductions; meeting and greeting people; small talk
153	F	Meetings	writing an agenda; discussing business issues; writing minutes; making and presenting charts and graphs
158	G	Scenario	
160	Anforderungssituation 6: Dealing with conflicts at work		
161	A	Problems in the workplace	dealing with bullying; an employee hotline; describing and dealing with difficult situations
165	B	Unfair policies and practices	responding to a protest letter; misleading advertising and unfair competition; explaining guidelines
168	C	Labour disputes	strikes in the news; discussing different points of view; taking part in a panel discussion
171	D	Scenario	

► BWR/HF 4 = fächerübergreifende Bezüge auf BWR-Handlungsfelder möglich

228	Basic word list	259	A-Z word list
234	Unit word list	278	Irregular verbs