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Title	Business Venture: 3rd Edition	Business Essentials	International Express: 3rd Edition	Business Result: 2nd Edition	Successful Series	Express Series	Oxford English for Careers	Tech Talk
Skills								
Key words	<ul style="list-style-type: none"> <li>Flexible modular structure</li> <li>TOEIC® practice</li> <li>Short course</li> </ul>	<ul style="list-style-type: none"> <li>Flexible modular structure</li> <li>Grammar and communication focus</li> <li>Short course</li> </ul>	<ul style="list-style-type: none"> <li>General &amp; business English</li> <li>Practical</li> <li>Travel</li> <li>Workplace</li> <li>Socializing</li> </ul>	<ul style="list-style-type: none"> <li>Communicative</li> <li>Ready-to-use business skills</li> <li>Real-world case studies</li> <li>Student Book &amp; Skills Book Pack</li> </ul>	<ul style="list-style-type: none"> <li>Video-based</li> <li>Presentations</li> <li>Meetings</li> <li>Corporate training</li> <li>Class or self-study use</li> </ul>	<ul style="list-style-type: none"> <li>Skills/professions/industry-specific</li> <li>Specialized</li> <li>Practical</li> <li>Short course</li> </ul>	<ul style="list-style-type: none"> <li>Commerce</li> <li>Finance</li> <li>Medicine</li> <li>Nursing</li> <li>Tourism</li> <li>Oil and Gas</li> <li>Technology</li> <li>Engineering</li> <li>Technology for Engineering &amp; Applied Sciences</li> </ul>	<ul style="list-style-type: none"> <li>Technical</li> <li>Industrial</li> <li>Scientific</li> </ul>
Components		<ul style="list-style-type: none"> <li>Downloadable Teacher's Guide</li> </ul>			<ul style="list-style-type: none"> <li>Downloadable Teacher's Guide</li> </ul>	<ul style="list-style-type: none"> <li>Work skills 6 titles</li> <li>Professions 7 titles</li> <li>Industries 8 titles</li> </ul>		
Number of units	12	6	10	12-15	8	6-8	12-15	18-21
Hours per level	30-45	45-100	40-80	40-80	25-30	20-30	40-70	45-70
Online resources								
More info	Main p. 51 Index p. 87	Index p. 86	Main p. 52 Index p. 97	Main p. 50 Index p. 86	Index p. 123	Main p. 53 Index p. 95	Index p. 108	Index p. 123

This level chart is only a rough guide to the approximate levels of Oxford books.  
このレベルチャートは、各教材がおおよそどれくらいのレベルに対応するかを弊社が独自の判断で示したものです。

# Business Result: 2nd Edition

David Grant, John Hughes, Rebecca Turner, Jane Hudson, et al.



**6** levels Beginner to Advanced  
入門から上級

EIKEN	5-3級	準2級	2級	準1級	1級	
TOEIC®	120-	225-	550-	785-	945-	
CEFR	A1	A2	B1	B2	C1	C2
6 Levels	S	E	PI	I	UI	A

**Business English you can take to work today!**

**ビジネスの現場ですぐに活かせる実践的なビジネス英語**



Starter



Elementary



Pre-Intermediate



Intermediate



Upper-Intermediate



Advanced

- Relevant, personalized content with communication practice which language students can use immediately.
- New Talking Points get students discussing relevant business topics and new Language Points give explicit grammar explanation applied in a business context.
- Easy to adapt to meet your students' needs with a modular structure allowing teachers to choose the most relevant lessons for students.
- Enrich your lessons with ready-to-go resources including downloadable worksheets and video and audio available to stream or download.

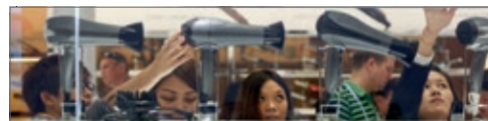
- 各演習はビジネスの現場に則したトピックを取り上げており、学習者は自分に置き換えながら実用的な会話フレーズを練習できます。
- 新たに追加されたTalking Pointsセクションでは、実際のビジネスの現場で目にする題材についてディスカッションやアクティビティを行います。またLanguage Pointsセクションでは、ビジネスでよく使われる文脈に沿って文法項目を分かりやすく解説します。
- シラバスは細かくモジュール分けされており、学習者のニーズにあわせて適切な学習項目を選択できます。
- ダウンロード可能なワークシートやビデオ、音声など、授業をより充実させる使い勝手の良い教師向けリソースをご用意しています。

**SB** 15-6 page units; Viewpoint video sections; practice files; audio scripts; online practice  
全15ユニット(各6ページ)、Viewpoint ビデオセクション(3ユニット毎)、プラクティスファイル、音声スクリプト、オンラインプラクティス

**TB** Lesson plans; answer keys; DVD with Viewpoint videos  
レッスンプラン、解答集、DVD (Viewpoint ビデオ)

**CD** Full Student Book Audio  
スチューデントブックに対応した全ての音声

Online Practice Online Resources



## 5 Customers

### Starting point

- 1 Who are your main customers?
- 2 How does your company keep its customers happy?
- 3 What percentage of your company's business is online?

### Working with words | Customer service

- 1 Read this quote. How true is it for your type of business?  
*"If you make customers unhappy in the physical world, they might call you a troll. If you make customers unhappy on the Internet, they can call you a troll."*  
Jeff Bezos, founder of Amazon.
- 2 Read about the company, Zappos. What is the best title for this article?  
a Training staff to care  
b Delivering happiness  
c The customer is always right

### ZAPPOS:

For many companies, having a call centre means that you have unhappy customers and secondly that you have to deal with customer complaints.  
However, Zappos, the online shoes and clothing retailer, does it differently. Zappos has a call centre staff of 3,000 who are trained to deliver exceptional customer service. Zappos is known for its customer service. One customer was staying at a hotel in Las Vegas. She wanted a pair of shoes but they weren't in stock. So, a Zappos customer service rep found the required shoes in a local shop and hand-delivered them to the woman's hotel room.  
The best man at a wedding arrived with no shoes. The company delivered in time for the wedding - for free.  
One member of the customer service team has the world record for the longest customer care phone call ever: it lasted ten hours and 29 minutes.  
Clearly, with 72% repeat orders, customer satisfaction at Zappos is very high.

### Viewpoint 2 | Cultural communication

#### Focus

- 1 When you travel abroad, what is one of the first differences you tend to notice? What differences do you notice when you are in a new country for a long time?  
Talk about any of the items below or choose a new one.
  - architecture
  - language
  - attitude to time
  - gestures and body language
  - people's beliefs
  - food and meals
  - clothes
  - attitude to management
  - social behaviour
  - relationships between colleagues and clients
- 2 Watch two people talking about working at other countries. What differences do they talk about? Make notes about their answers in the table.
 

Speaker 1	
Speaker 2	
- 3 Work with a partner and compare your answers in 2. Did the people in the video describe any similar differences to you?

#### Culture in business

- 4 You are going to watch an interview with Michael Dickmann, an expert in cultural differences in business. Before you watch, match the words and phrases in the correct definition a-h.
  - 1 moderate \_\_\_
  - 2 ethics and values \_\_\_
  - 3 disciplined \_\_\_
  - 4 power distance \_\_\_
  - 5 hellos \_\_\_
  - 6 behaviour \_\_\_
  - 7 norms \_\_\_
  - 8 core values \_\_\_
- 5 Watch the interview with Michael Dickmann. He talks about four areas of cultural difference in business. As you watch, number the areas A-D in the correct order 1-4.
  - A The handshake approach \_\_\_
  - B Language in business \_\_\_
  - C Power distance \_\_\_
  - D Hellos \_\_\_

#### Cultural communication

#### Cultural awareness

- 6 Watch Part 1 of the video again and answer questions 1-5.
  - 1 What might a British person mean if they say, "It's not too bad"?
  - 2 What might a German person think it means?
  - 3 A Nigerian company might describe giving money to get something as Public Relations. What might a Russian company call it?
- 7 Discuss these questions as a class for your country or countries.
  - 1 If you had someone say in English "It's not too bad", what would you think it meant?
  - 2 In your country, giving money to win a business deal is considered good public relations or is a bribe? Is it acceptable or is it wrong?
- 8 Watch Part 2 of the video again and complete sentences 1-4. Use words you hear in the video.
  - 1 How polite you are and how \_\_\_\_\_ you are affect what people think about you.
  - 2 Some people think that if you are not punctual then you are not \_\_\_\_\_.
  - 3 If you come from a \_\_\_\_\_ power distance culture, then you won't disagree with your boss.
  - 4 If you come from a \_\_\_\_\_ power distance culture like Denmark and you work in a country like Japan, or Nigeria and you speak up against your boss, that is a big problem.
- 9 Underline the correct words in italics to make the sentences true for your country. Then, compare your choices with the rest of the class and give reasons for your answers.
  - 1 In my company, it's OK / it isn't OK to disagree with the view of your boss.
  - 2 I usually think I come from a country with high / low power distance.
- 10 Watch Part 3 of the video again and answer questions 1-4.
  - 1 In what way is performance management similar to a hamburger bun?
  - 2 If you make a mistake in the UK, how will your manager comment on your work?
  - 3 Why does the Japanese manager raise the "tea"?
  - 4 What does Michael Dickmann suggest the approach of the German manager is?
- 11 If you made a mistake in your company, how would your manager discuss this with you? What kind of hamburger approach would be the best?

#### Identifying culture in the workplace

- 12 Work in groups. Read about three different business situations and discuss what problem is happening in each situation and why.
  - 1 An American business person is in a meeting with a group of German colleagues. The discussion is very heated and the American feels uncomfortable. Afterwards, he's surprised that everyone decides to go and have a friendly drink together before they go home.
  - 2 A British manager is working in Thailand. He is unhappy because he notices that his American business partners are making small talk with each other. Afterwards, the Italian manager says, "We seemed to have never really said anything." The Japanese says, "She was very friendly, but she never gave me a chance to say anything."
  - 3 An American business person is in a meeting with a group of German colleagues. The discussion is very heated and the American feels uncomfortable. Afterwards, he's surprised that everyone decides to go and have a friendly drink together before they go home.
- 13 Now read the explanations on page 137 and compare them with your own.

Business Result Intermediate Student Book

# Business Venture: 3rd Edition



▶▶ Index p. 87

Roger Barnard, Jeff Cady, Angela Buckingham, Grant Trew and Michael Duckworth



Beginner



Level 1



Level 2



**3** levels | Beginner to Pre-Intermediate  
入門から準中級

EIKEN	5-3級	準2級	2級	準1級	1級
TOEIC®	120 -	225 -	550 -	785 -	945 -
CEFR	A1	A2	B1	B2	C1
3 Levels	1	2			

A short, up-to-date course for beginner level business students

学生・社会人向け、3レベル構成の初級ビジネス英語教材

- Written with Japanese students in mind, this course is ideal for low-level business English classes.
- With material for 30 to 45 class-hours, this is perfect for shorter courses.
- 20 pages of TOEIC® test training and practice are included in the Student Book (levels 1 and 2).
- Focus on language and skills that students need in the business world and can use straight after the lesson.

- 日本人学習者向けに書かれたコース。初心者レベルのビジネス英語学習者に最適。
- 30～45時間で終了できる短時間のコースです。
- Student Book (レベル1と2)の中には20ページにわたるTOEIC®の練習問題が収録されています。
- 実際のビジネスの場面で必要とされる表現とスキルを重点的に学ぶことで、すぐに実践に移すことができます。

**SB** 12 x 6-page units; full class audio and TOEIC® online practice test via [www.oxfordenglishtesting.com](http://www.oxfordenglishtesting.com)  
全12ユニット(各6ページ)、クラス用全音声、TOEIC®対策リンク([www.oxfordenglishtesting.com](http://www.oxfordenglishtesting.com))付

**TB** Clear teaching notes; photocopiables; progress tests  
教師用ガイド、コピー可能なリソース、プログレステスト

**WB** Extra activities with answer key  
追加練習問題と解答集



Business Venture Student Book 2





# International Express: 3rd Edition

▶▶ Index p. 97

Rachael Appleby, Angela Buckingham, Keith Harding,  
Alastair Lane, Marjorie Rosenberg, Bryan Stephens and Frances Watkins



**5** levels | Beginner to Upper-Intermediate  
入門から準上級

EIKEN	5-3級	準2級	2級	準1級	1級	
TOEIC®	120-	225-	550-	785-	945-	
CEFR	A1	A2	B1	B2	C1	C2
5 Levels	B		E / PI		I UI	

**A course for adult professionals who need English for general and work contexts**  
日常生活と職場の両方で英語を使用する方におすすめのコースブック

- Balance of general and business English directly relevant to adult professionals.
- Video clips in every unit improve students' listening and speaking skills.
- Mature lifestyle topics and authentic international contexts reflect working adult needs and interests.

- ビジネスで英語を使用する学習者向けに、日常生活と仕事上の両面場で使う表現をバランスよく紹介しています。
- リスニング力とスピーキング力の向上のために、各ユニットに追加のビデオ演習を収録。
- 社会人の実生活に合った題材や国際的な場面で想定されるシチュエーションを通し、学習者中心のアプローチで実践的なスキルを養います。

**SB** 10 units; listening scripts; answer keys; pocket reference guide; activities; video  
全10ユニット、オーディオスクリプト、解答集、レファレンスガイド、アクティビティとビデオ

**CD** Full class audio  
教材に対応した全ての音声

**TRB** Course introduction; teaching notes; listening scripts; answer keys; tests; photocopiable materials; DVD: videos for each unit, printable worksheets  
コース概要、指導ガイド、オーディオスクリプト、解答集、テスト、コピー可能なアクティビティ、DVD(各ユニットのビデオ、印刷可能なワークシート)

### Other Components

- Can-do list available



Beginner



Elementary



Pre-Intermediate



Intermediate



Upper-Intermediate

**2 Getting to know you**  
Grammar be: questions and negatives

**INTRODUCTION** 1 ◀ 2.1 Adriana and Tim talk to people at the Water Conference. Listen and complete the profiles with this information.  
project manager / Dubai / Osaka / architect / designer / the / dentist

Surname: Appleby First name: Mia Age: 28 Country: _____ City: _____ Job: _____ Married: Yes	Surname: Lee First name: Takahiko Age: 35 Country: Japan City: _____ Job: _____ Married: Yes	Surname: Aoki First name: Kimiko Age: 33 Country: Japan City: Osaka Job: _____ Married: Yes

2 ◀ 2.2 Tim and Adriana check the details of two people. Listen and complete the profiles with this information.  
sports / engineer / doctor / nurse

Surname: Bennett First name: Yvette Age: 45 Country: _____ City: Birmingham Job: _____ Married: No	Surname: Gonzalez First name: Edmunds Age: 40 Country: _____ City: Seattle Job: _____ Married: No

3 Look at the profiles. Choose the best answers.

- Is Edmunds an architect? a Yes, he is. b No, he isn't.
- Is Mia from the Emirates? a Yes, she is. b No, she isn't.
- Are Takahiko and Kimiko from Japan? a Yes, they are. b No, they're not.
- Yvette, are you a doctor? a Yes, I am. b No, I'm not.
- Takahiko and Kimiko are you married? a Yes, we are. b No, we're not.

**Focus**

Read the examples.

Question	Positive answer	Negative answer
Are you a manager?	Yes, I am.	No, I'm not.
Is she an architect?	Yes, she is.	No, she isn't.
Are you married?	Yes, we are.	No, we're not.
Are they from Japan?	Yes, they are.	No, they're not.

Complete the rules.

To make a question, we use \_\_\_\_\_ + you / he / she / it.  
To make negatives, we use I + \_\_\_\_\_ + not. He, she, it + \_\_\_\_\_ + not.  
You, we, they + \_\_\_\_\_ + not.

See more details and practice, go to the Review section on pages 22 and 23.

**PRACTICE** 4 Complete the conversations.

1 Adriana Hello, \_\_\_\_\_? Adriana \_\_\_\_\_? Yvette Bonjour!  
Yvette Yes, \_\_\_\_\_.  
Adriana \_\_\_\_\_? from France, Yvette?  
Yvette Yes, \_\_\_\_\_.  
Adriana And \_\_\_\_\_? a teacher?  
Yvette No, \_\_\_\_\_? "an engineer."

2 Adriana \_\_\_\_\_? Yvette Subject? "an engineer."  
Takahiko No, \_\_\_\_\_? We're from Osaka.  
Adriana So, are you both engineers?  
Kimiko No, \_\_\_\_\_? I'm a project manager.  
Takahiko And Tim's a designer.

5 ◀ 2.3 Listen and check your answers.

6 Work in pairs. Practice the conversations in 4.

7 Work in pairs. Talk about people in 1 and 2.  
Example A Is Edmunds an engineer?  
B No, he isn't. He's a doctor.

**TASK** 8 Ask five students questions about countries and jobs.  
Example A Are you from [country]?  
B Yes, I am / No, I'm not. I'm from [country].  
A Are you a/an [job]?  
B Yes, I am / No, I'm not. I'm a/an [job].

9 Report back to your partner.  
Example A (Peter) is from \_\_\_\_\_? She's a/an \_\_\_\_\_.  
B (Maria and Max) are from \_\_\_\_\_? They're \_\_\_\_\_.

# Express Series



Intermediate / 中級

EIKEN	5-3級	準2級	2級	準1級	1級	
TOEIC®	120-	225-	550-	785-	945-	
CEFR	A1	A2	B1	B2	C1	C2
Level	Football			Other Titles		

Short specialist courses that can be applied immediately outside the classroom  
 ビジネスの場面ですぐに実践できる専門分野の英語に重点を置いた教材

- Offers learners language for different industries, professions and skills.
- Can be used to supplement a regular coursebook as a stand-alone intensive specialist course or for self-study.
- Offers a wide range of stimulating exercises and hands-on tasks to give students immediate practice.
- Specific skill focus makes this series great for corporate training.
- それぞれの業種や職種、専門的なスキルに対応した英語が学習できます。
- 他のコースブックとの併用はもちろん、単独での使用も可能で、自主学習用にお使い頂くこともできます。
- 多様な練習問題や実務的なタスクが充実しており、すぐに使える英語が身につきます。
- 習得技能の分野が明確に絞られており、企業の語学研修にも最適です。

**SB** 6-8 units each 6-11 pages long (Aviation with CD-ROM and Audio CD); answer keys  
 全6~8ユニット (各6~11ページ、AviationのみCD-ROMとCD付)、解答集



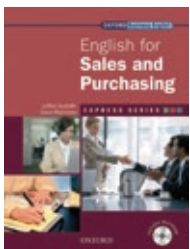
Presentations



Socializing



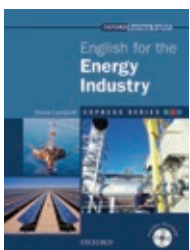
Customer Care



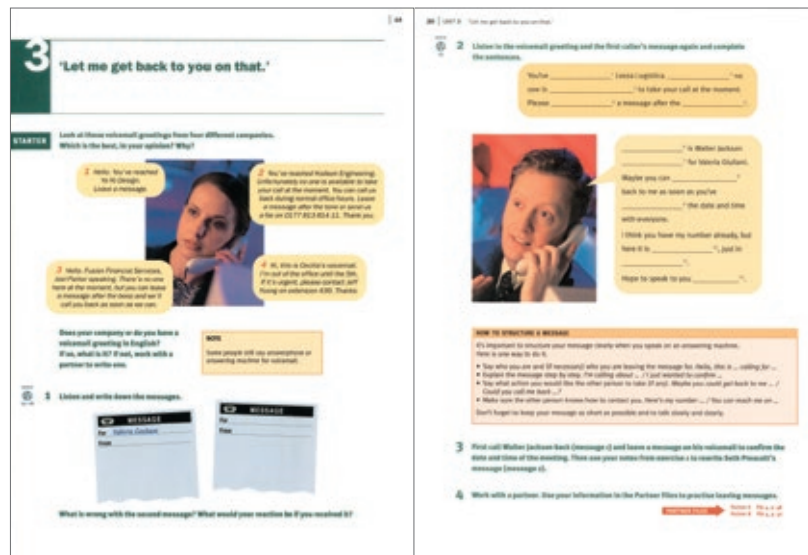
Sales and Purchasing



Aviation



Energy Industry



English for Telephoning

### Work Skills

*English for Meetings*

- Emails
- Meetings
- Negotiating
- Presentations
- Socializing
- Telephoning

### Professions

*English for Accounting*

- Accounting
- Customer Care
- Football
- Human Resources
- Legal Professionals
- Marketing and Advertising
- Sales and Purchasing

### Industries

*English for Cabin Crew*

- Automobile Industry
- Aviation
- Cabin Crew
- Energy Industry
- Fashion Industry
- Logistics
- Pharmaceutical Industry
- Telecoms and Information Technology

See Also

*International Express* (p. 52)