

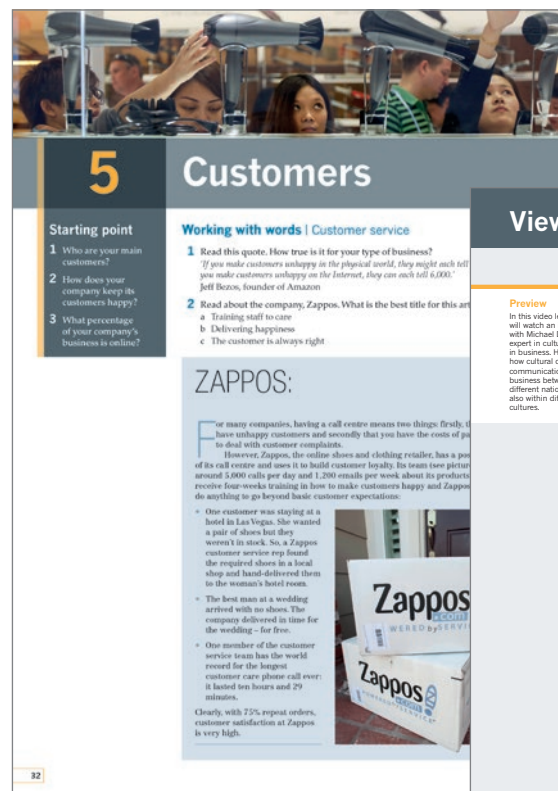
Business Result

ビジネスの現場ですぐに
活かせる、社会人に人気の
タイトルに新版が登場。

- 職場に必要なビジネスコンセプトについて考え、話す練習が出来ます。
- 文化の違いを理解し、円滑なコミュニケーションを学習します。
- 職場での様々なシチュエーションと、通常その際に使われる文法的なポイントについて学習出来ます。

- Talking Points get students talking about relevant business concepts
- Viewpoints integrate video into the lesson and bring business English to life
- Language Points give explicit grammar explanations applied in a business context

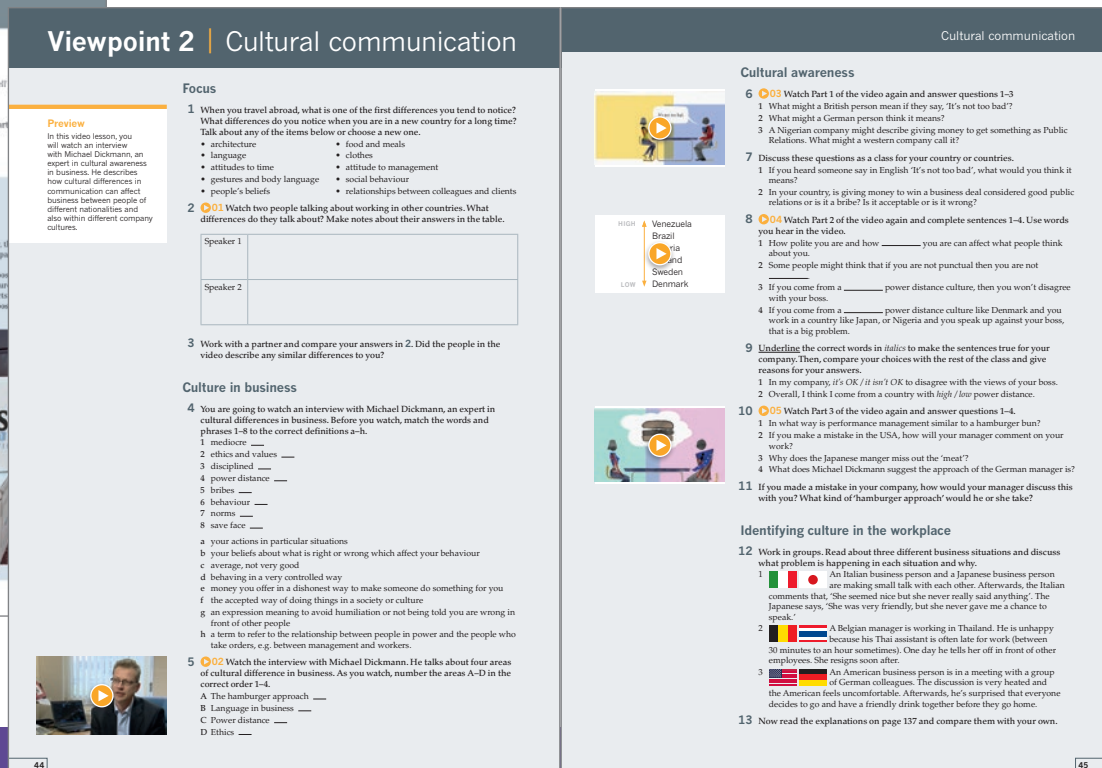
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Business Result Intermediate Student Book

NEW Viewpoints integrate video into the lesson and bring business English to life

3ユニット毎に追加されたViewpointでは、ビデオを使ったレッスンでより実践的なビジネス英語を演習します。



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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 not tell you. But if you make customers unhappy on the Internet, they can tell 6,000.
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 two things: firstly, it has unhappy customers and secondly that you have the costs of paying to deal with customer complaints.

However, Zappos, the online shoes and clothing retailer, has a post of its call centre and uses it to build customer loyalty. Its team (see picture) receive 5,000 calls per day and 1,200 emails per week about its products. They receive four-weeks training in how to make customers happy and Zappos does anything to go beyond basic customer expectations.

- 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 two hours and 29 minutes.
- Clearly, with 75% repeat orders, customer satisfaction at Zappos is very high.



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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
 - attitudes to time
 - gestures and body language
 - people's beliefs
 - food and meals
 - clothes
 - attitude to management
 - relationships between colleagues and clients
- 2 01 Watch two people talking about working in 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 1-8 to the correct definitions a-h.
 - 1 medicine
 - 2 ethics and values
 - 3 disciplined
 - 4 power distance
 - 5 bribes
 - 6 behaviour
 - 7 norms
 - 8 save face
 - a your actions in particular situations
 - b your beliefs about what is right or wrong which affect your behaviour
 - c average, not very good
 - d behaving in a very controlled way
 - e money you offer in a dishonest way to make someone do something for you
 - f the accepted way of doing things in a society or culture
 - g an expression meaning to avoid humiliation or not being told you are wrong in front of other people
 - h a term to refer to the relationship between people in power and the people who take orders, e.g. between management and workers.
- 5 02 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 hamburger approach
 - B Language in business
 - C Power distance
 - D Ethics



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Cultural communication

Cultural awareness

- 6 03 Watch Part 1 of the video again and answer questions 1-3.
 - 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 western company call it?
- 7 Discuss these questions as a class for your country or countries.
 - 1 If you heard someone say in English 'It's not too bad', what would you think it means?
 - 2 In your country is giving money to win a business deal considered good public relations or is it a bribe? Is it acceptable or is it wrong?
- 8 04 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 can affect what people think about you.
 - 2 Some people might 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 company. Then, compare your choices with the rest of the class and give reasons for your answers.
 - 1 In my company, it's *OK* / *not OK* to disagree with the views of your boss.
 - 2 Overall, I think I come from a country with *high* / *low* power distance.
- 10 05 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 USA, how will your manager comment on your work?
 - 3 Why does the Japanese manager miss out the 'meat'?
 - 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 he or she take?

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 Italian business person and a Japanese business person are making small talk with each other. Afterwards, the Italian comments that, 'She seemed nice but she never really said anything.' The Japanese says, 'She was very friendly, but she never gave me a chance to speak.'
 - 2  A Belgian manager is working in Thailand. He is unhappy because his Thai assistant is often late for work (between 30 minutes to an hour sometimes). One day he tells her off in front of other employees. She resigns soon after.
 - 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.

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