



Video and interactive exercises

Third Edition

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# INTERNATIONAL EXPRESS

## UPPER INTERMEDIATE

Student's Book

with Pocket Book and DVD-ROM



OXFORD

# 1

# Social media

## Grammar Tense review

### INTRODUCTION

#### 1 Work in pairs and discuss these questions.

- 1 Which forms of communication do you use at work?
- 2 Which social networking sites (SNS) are popular in your country for personal or company use?
- 3 How might small businesses use SNS to develop their business?

#### 2 Read the article below about the street food seller, Curtis Kimball. How do SNS help his business?

## the crème brûlée cart

Curtis Kimball is a food seller in San Francisco who takes his mobile food business around different parts of the city. Until a few years ago he was working in the construction business<sup>1</sup> but nowadays his business is in 'The Crème Brûlée Cart', well known locally for its freshly-made desserts.

These sorts of small businesses are growing in number and proving very popular among 'foodies'.<sup>2</sup> Kimball uses Twitter to tell customers the time and location<sup>3</sup> of his business, and to let them know the flavours of the day.

Tomorrow we're on Sutter Street from 12–3 p.m.!  
And also Thursday!<sup>a</sup>

You've made it halfway through the week and we're serving up crème brûlée at Valencia tomorrow from 12–3 p.m.<sup>b</sup>

In addition, Kimball uses it to interact with customers and to develop a rapport with them. His tweets tend to be humorous and light.

It's going to be a beautiful evening at Fort Mason!<sup>c</sup>  
We'll be there from 5–10 p.m.<sup>d</sup>

His followers comment on his food on the networking site Yelp and recommend him to other potential customers.

The flavours I've tried in the past were frosted flakes, coffee, and the lavender. They were all really good.

On a recent food blog, Kimball commented that although some people think mobile food businesses are an easy way to make money, he disagreed. There are few overheads, but one has to factor in kitchen space rental and also poor weather, which affects sales. 'It's a much more level playing field than restaurants imagine', he said.

Larger companies with big advertising budgets have been exploiting SNS for years.<sup>4</sup> It's only recently that small traders such as Kimball have started exploiting the business benefits of these social media platforms. Even so, the number of small businesses using SNS has already overtaken the larger companies<sup>5</sup>, at least in the USA. It is proving vital for their growth, in businesses ranging from food and crafts to dentistry and massage.

So it is that Kimball has developed his business, despite having no marketing budget: he gained over 12,000 followers last year.<sup>6</sup> However, Kimball is cautious about growing too quickly. When asked how large he would like the company to grow, he responded 'I'm not going to go into debt to grow the business, so I guess as big as is comfortable.'



#### 3 Read the article again and answer the questions.

- 1 Has Curtis always been in the food business?
- 2 What sort of food does he sell?
- 3 What has Curtis been using Twitter for?
- 4 How do Curtis' customers use SNS?
- 5 Does Curtis think mobile food businesses are an easy way to make money?
- 6 Why is the use of SNS by small businesses increasing?
- 7 How does Curtis see the future of his business?

## Focus

Match the descriptions of the tenses a–f with the statements 1–6 in the text.

- a a past event or past fact
- b a temporary action, in progress for a limited time in the past
- c a routine
- d a link between the past and present; it is often used to talk about a present result
- e a link between the past and present that emphasizes the duration of the activity
- f something in progress now, or around now; something which is temporary

Name each verb form.

Look at the tweets (a–d) from Kimball to his followers. Underline all the tenses that refer to the future. Circle the best answer to describe why this form is used in sentences a–d.

- 1 In a, the Present Simple is used to: i) talk about a habit or routine; ii) talk about a schedule; iii) talk about a wish.
- 2 In b, the Present Continuous is used to: i) talk about what is happening now; ii) make a prediction; iii) talk about a fixed arrangement.
- 3 In c, 'going to' future is used to: i) make a prediction; ii) talk about a plan; iii) talk about a decision Kimball has just made.
- 4 In d, 'will' is used to: i) talk about a routine; ii) make an offer; iii) talk about a future fact.

▶▶ For more details and practice, go to the Review section on pages 14 and 15.

### PRACTICE 4 Complete the questions. Change the verb forms if necessary.

- 1 How long / you / sell crème brûlées?  
For over four years. I got started in 2009 in the Mission area of San Francisco.
- 2 What / do / before / start your own business?  
I was working as a carpenter.
- 3 Why / start the business?  
It was something to do to take my mind off of my declining industry (construction).
- 4 How / business get its name?  
It came from the wooden cart that I began with and the bigger cart that I had permitted a year later. Now we've just stuck with the name for our truck.
- 5 What / be / biggest challenge / run / this type of business?  
Logistics are a nightmare. I rent a kitchen and then a separate storage space for my cart, and then a separate storage for my truck, plus an unlimited number of places where selling the crème brûlée takes place make it a challenge.
- 6 What / advantage / your business / have / over traditional restaurant?  
The advantage is that you have the opportunity to serve a variety of demographics and a variety of locations.
- 7 What / inspire / create / varied menus?  
The menu I've come up with on my own, based on things that I like or just dancing with juxtaposition and an irreverent sense of culinary humour.
- 8 What / be / advice / for anyone / start their own food truck?  
There are a ton of obstacles in this industry and a ton of factors that are out of your control, but if you get in it, be ready to work. And keep working. Work harder than everyone else, because that's one of the few things you can control.

5 Read the following extract from a customer review. Choose the correct verb form.



I was *never tasting* / *have never tasted*<sup>1</sup> such good brûlée, well maybe once in a really nice restaurant in NY City, a few years back. The Coconut and the Vanilla Bean *have been* / *were*<sup>2</sup> absolutely mouth-watering. I loved them! I *meet* / *am meeting*<sup>3</sup> the crème brûlée cart next week, presuming he's down my street again in the FiDi. Next time *I'm choosing* / *I'm going to choose*<sup>4</sup> the Dark Choc! Shame about the calories, but I think *I'm going* / *I'll go*<sup>5</sup> for a jog in the evening! *I'll see* / *I'm seeing*<sup>6</sup> you there, Curtis!

Was this review

Useful •

Funny •

Cool •



6 What sort of street vendors do you have in your city? What do you think their biggest challenges are? Do you know any that use SNS? Will there be more street vendors in the future?

7 Work in pairs. Discuss the questions about the forms of communication at work.

- 1 How often are you out of the office?
- 2 Which forms of communication do you use to keep in touch with people?
- 3 Has the way you communicate changed over the last five years?
- 4 Which are the most important forms of communication for your business?
- 5 Do you think the way you communicate will change in the next five years?

8 1.1 Listen to two media consultants discussing changes in the way people communicate at work. Answer the questions.

- 1 What does 'old technologies' refer to?
- 2 Are these technologies still important? Why?
- 3 Name two more recent technologies used for communication.
- 4 When do people use video and web conferences?
- 5 When do people generally not use email?
- 6 What do people use to keep in touch when they are out of the office?
- 7 When do people most often use social media?
- 8 Why will modern companies need to use social media?

9 1.1 Listen again. Are these statements true or false? Correct the false statements.

- 1 The need for email and desk phones has changed significantly.
- 2 Only 50% of respondents said that emailing was crucial to overall success and productivity at work.
- 3 The use of instant messaging has decreased recently.
- 4 Social media is not so important for productivity.
- 5 Most people spend half their time out of the office.
- 6 Social networking sites will become more significant in the workplace.

**TASK 10** Work in pairs. Both of you are business entrepreneurs meeting at a networking event. You want to find out more about your partner's company. Be prepared to ask and answer questions about the following.

the product / business marketing – methods and choices plans

Student A, go to page 126. Student B, go to page 130.



Watch the video for more practice.

## Vocabulary Prefixes

### 1 Work in pairs and discuss these questions.

- 1 How important is speaking a second or third language for your work and your career? Which second language is the most useful?
- 2 How important are languages for your company or business? Which languages are the most important? In what situations are they most useful?

### 2 Read the article about the impact of language on a business and answer the questions.

HIGH *flyer*

## Language – bridge or barrier?

Language can be a bridge or a barrier to communication and it can directly affect the success or failure of a business and its staff. Poor language skills can lead to a decrease in customer satisfaction due to inaccurate and incomplete information. The inability to communicate directly in the customer's language sometimes means that a translator or interpreter is required. Translation itself is a relatively inefficient process which takes time and money. Monolingual employees are unlikely to progress as quickly as their bi- or multilingual colleagues who enjoy greater job mobility and quicker career progression. Likewise companies that avoid the language issue will be at a disadvantage compared with their nimbler and more effective competitors.

Cultural and linguistic misunderstandings inside a multinational and multilingual company can slow down the development of a company and lead to missed opportunities. It is also a source of stress and pressure for already overworked staff. For companies with ambitions to expand overseas the lack of language skills can be an impossible hurdle to overcome.

Successful companies have taken a positive approach to the problem. One example of this is Rakuten, a Japanese online retail company that has expanded rapidly over the last ten years. The CEO, Hiroshi Mikitani, decided that the logical approach to the situation was for all Rakuten employees to speak English in the workplace, even internally between Japanese staff. The company offers financial support for employees who take language courses, and staff

who are underperforming are required to take extra lessons to bring them up to the required standard. This policy has enabled Rakuten to develop their overseas markets. The same year the initiative was introduced, Rakuten acquired the French e-commerce site Priceminister for €200 million and US-based Buy.com for US\$250 million. The company also announced joint ventures with Baidu in China and with MNC Group in Indonesia.



- 1 What are two of the causes of customer dissatisfaction?
- 2 What are the drawbacks of translating?
- 3 What are the disadvantages of being monolingual?
- 4 What can slow down the development of a multinational company?
- 5 How did the CEO of Rakuten approach the problem?
- 6 How does Rakuten help employees with their training?
- 7 What do underperforming staff have to do?

### 3 Do you think it is important for company staff to speak a second language, possibly English? What are your experiences of speaking a second or third language?

**4 Complete the table with words from the article on page 9 which start with the prefixes 1–10.**

	Prefix	Article	More examples
1	in	efficient	
2	mono		
3	un		
4	bi		
5	dis		
6	multi		
7	mis		
8	over		
9	im		
10	under		

**5 Put these pairs of words in the 'more examples' column on the appropriate row in 4.**

*monthly, annually*      *paid, estimate*      *practical, personal*      *rail, culture*  
*connect, honest*      *calculate, use*      *racial, tasking*      *ambitious, confident*  
*convenient, direct*      *happy, comfortable*

**6 Complete these sentences using the prefix on the right to make a word from 4. You may need to change the form of the word.**

- Some of the \_\_\_\_\_ staff need more training.      under
- It was very hot in the office. I felt really \_\_\_\_\_ in my suit.      un
- It's very \_\_\_\_\_ when people come into your office when you're trying to work.      in
- People who are \_\_\_\_\_ usually underperform.      over
- I \_\_\_\_\_ the instructions and pushed the wrong button.      mis
- Jo's \_\_\_\_\_. She speaks French, Spanish, and Chinese.      multi
- There's a \_\_\_\_\_ sales conference in April and October.      bi
- Living in a \_\_\_\_\_ is perhaps less interesting than living in a multicultural environment.      mono
- People with limited experience working abroad are at a \_\_\_\_\_.      dis
- I find applying for a job online very \_\_\_\_\_.      im

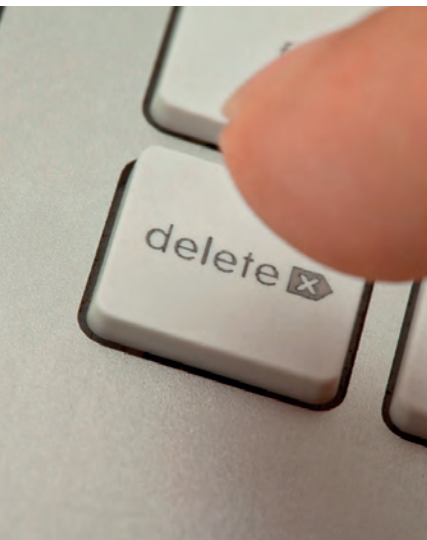
**7 1.2 Listen to two managers discussing the article and its relevance to their own company. Answer the questions.**

- Who agrees with the findings, the man or woman? What reasons do they give?
- What decision do the two managers make?

**8 1.2 Listen to the discussion again. Which prefix do you hear attached to these words?**

- \_\_\_\_\_ communication      3 \_\_\_\_\_ states      5 \_\_\_\_\_ efficient
- \_\_\_\_\_ satisfactory      4 \_\_\_\_\_ estimating

**9 Work in pairs or small groups. What changes would you make to language proficiency in your company?**




# Work skills Conversational strategies

**1** Look at the following hints about meeting new people in work contexts and networking. Tick ✓ the three hints you think are the most useful.

- 1 Find something in common, e.g. people or events you both know about.
- 2 Remember to use the person's name during the conversation.
- 3 Ask lots of questions including interesting follow-up questions.
- 4 Approaching a group, make eye contact with the listener who is more likely to include you than the speaker.
- 5 Use humour where possible: it relaxes people and also bonds them together.
- 6 If you get a business card, make notes on the back on where you met and any interesting details.
- 7 Follow up your meeting if it is a useful contact, e.g. by sending an email.

**2** Work in pairs. Discuss the following.

- 1 Did you have the same answers to **1**?
- 2 Are any of the hints inappropriate for your culture or another culture that you are familiar with?
- 3 Can you add any other ideas which are useful?

**3**  **1.3** Listen to the conversation between Elena and Pavel who have just met at a trade fair. Circle the topics they talk about.

*work weather family team-building  
the venue sport opportunities  
people they both know*



**4** Match each example from the conversation with a conversational strategy. Look at the script on pages 138 and 139 and find more examples of the strategies.

	Speaker	Example
1	Pavel	<i>Really? That's interesting.</i> I don't think it would work in Poland.
2	Pavel	And Jack said 18 years. <i>Is that right?</i>
3	Elena	... life never gets boring when you are managing people. That's for sure.
	Pavel	<i>I can imagine.</i> It must be hard sometimes though.
4	Elena	Exactly, and of course some people simply wanted to take over and dominate!
	Pavel	<i>Dominate.</i> That sounds a bit scary!
5	Pavel	<i>So you did a team-building task, and then the organizers waited to pick out the more natural leaders to replace them with others.</i>
	Elena	Yes, and it worked well.
6	Elena	<i>What about you, have you been on any of these team-building things?</i>

	Conversational strategy
a	Summarizing briefly
b	Asking follow-up questions
c	Giving short, encouraging responses
d	Transferring questions back
e	Agreeing / sympathizing with the speaker
f	Repeating words or phrases

**5** Work in pairs. Discuss these questions.

- 1 Which of these strategies do you use in your first language?
- 2 Which of these strategies do you use in English?

**6** Work in pairs. You are at a trade fair and have met a new contact. Look at the topics in **3** and use them to have a conversation. Try to incorporate some of the strategies to keep the conversation going.

# Functions Making a good impression

## INTRODUCTION

### 1 Work in pairs. Discuss the situation and questions.

A new client is going to visit your company. You are responsible for looking after them when they arrive.

- a What preparation should you do before they come?
- b When you introduce the client to your staff what things should you be careful about?

**Example** Find out some background information about the client. Check them on Facebook to see if you have business contacts in common.

### 2 ●) 1.4 Listen and compare your answers to 1.

### 3 ●) 1.4 Listen again and make notes in these categories.

- 1 Personal information
- 2 Trip details
- 3 Appearance
- 4 Introductions
- 5 Names and titles
- 6 Difficult situations

### 4 You are visiting an organization for the first time in a country you've never been to.

- a What preparation should you do before you arrive?
- b What should you be careful about when you meet your hosts?

**Example** Find out about the basic business culture - how people introduce themselves, when to hand over a business card, ...



### 5 ●) 1.5 Listen to people introducing themselves and other people in eight different situations. Answer the questions.

#### Situation

- 1 Where do you think the speakers are? What is the relationship between Naomi Scott and Glen Castle?
- 2 How would you describe the status of the three speakers?
- 3 What do you think the relationship is between Harumi and Sara?
- 4 Where are the speakers? What does Sean forget?
- 5 Do Alison and Jonathan know each other?
- 6 Will Eliza and Gunther be working together?
- 7 How does Robert Foster know Peter Kellerman?
- 8 Why does Kim approach Françoise?



## Focus

Put these phrases into the correct category in the table.

- |                                                     |                                                    |
|-----------------------------------------------------|----------------------------------------------------|
| 1 Your name was given to me by a colleague of mine. | 5 You must be (Naomi).                             |
| 2 I don't think you know each other, do you?        | 6 I'd like to introduce you to (Professor Barnes). |
| 3 I don't think we've met, I'm (Kim Tae-Yong).      | 7 How nice to meet you at last.                    |
| 4 It's (Alison), isn't it?                          | 8 I'm (Robert Foster).                             |
|                                                     | 9 This is ...                                      |

Situation	Phrases
Introducing yourself to someone you don't know	
Introducing a third person	
Introducing yourself to someone you think you know or have heard of	

**When do we use / not use first names and family names?**

▶▶ For more details and practice, go to the Review section on page 17.

**PRACTICE 6** ●) 1.6 Listen to the examples from the conversations in 5. What do you notice about the intonation and word stress?

- Hello. You must be Naomi Scott.
- Kurt, I'd like to introduce you to Fiona MacKenzie.
- This is ... I'm sorry, could you say your name again?

**7 Work in pairs or groups of three. Read the situations and act them out.**

### Situation 1 (three people)

Dr Jennifer Wilkins (B), a business client, is visiting a company for the first time. Ted Hunter (C), one of the advertising and marketing managers, is going to be handling the account. Dr Wilkins is a keen marathon runner. Ted also enjoys running. The CEO (A), introduces the two people.

### Situation 2 (two people)

A and B met briefly a few weeks ago in a workshop. A remembers B and B's name. B recognizes A but can't remember when they met or A's name. They arrive at a meeting at the same time. A starts the conversation.

### Situation 3 (two people)

A meets a visitor B in the lobby at the company reception desk. A has not met B before. B is a senior executive from another branch. A is a junior manager who recently joined the company. A greets B.

**TASK 8** Read the introduction to 'The Culture of Body Language'. Discuss the questions raised in the introduction, and then do the task.

## The Culture of Body Language

When you meet people from other cultures, it is important to be aware of differences in behaviour. For example, a person's body language may be different from your own: the way they stand, make eye contact, or how they use their hands to gesture. So what do we do in these sorts of situations? When someone visits your country, should the visitor follow your lead and behave the same way as you? And should you copy other people's behaviour when you visit another country? Or should there be a general standard of behaviour for professionals everywhere?

Student A, go to page 126. Student B, go to page 130.

# Review

## Grammar Tense review

### Form

#### Talking about the present

Present Simple	subject + verb <i>he / she / it + 3rd person 's'</i>	Kimball uses Twitter.
Present Continuous	subject + <i>am / is / are + verb -ing</i>	These sorts of businesses are growing in number.

#### Linking the present and the past

Present Perfect	subject + <i>have / has + past participle</i>	Kimball has developed his business.
Present Perfect Continuous	subject + <i>have / has + been + verb -ing</i>	Large companies have been exploiting SNS for years.

#### Talking about the past

Past Simple	subject + verb <i>-ed</i>	He gained over 12,000 followers in a year.
Past Continuous	subject + <i>was / were + verb -ing</i>	He was working in the construction business.

#### Talking about the future

<i>will</i>	subject + <i>will + verb</i>	We'll be there from 5–10 p.m.
<i>going to</i>	subject + <i>going to + verb</i>	I'm not going to go into debt.
Present Simple	subject + verb <i>he / she / it + 3rd person 's'</i>	Tomorrow we're on Sutter Street.
Present Continuous	subject + <i>am / is / are + verb -ing</i>	We're serving up crème brûlée from 12–3 p.m.

### Use

We use the Present Simple to talk about facts and habits.

We use the Present Continuous to talk about states and events that are happening at or around the time of speaking.

We use the Present Perfect to link the past with the present, e.g. something that started in the past and continues up till the point of speaking.

We use the Present Perfect Continuous to link the past with the present with the focus mainly on the activity rather than the result.

We use the Past Simple to talk about completed actions and situations in the past.

We use the Past Continuous to talk about a situation in the past that provides the background to an event.

We use *will* to talk about a future action or fact.

We use *going to* to talk about intentions and plans related to future events.

We also use *going to* to make predictions.

We use the Present Simple to talk about a schedule.

We use the Present Continuous to talk about a fixed arrangement.

## Gü founder James Averdieck reveals secret of success



James Averdieck, founder of the pudding brand Gü, launched his first venture selling shoes and shirts, while he \_\_\_\_\_<sup>1</sup> (study) economics at university in the mid-1980s.

It was while he \_\_\_\_\_<sup>2</sup> (work) in Belgium that he came up with the idea for Gü. A chocoholic, he \_\_\_\_\_<sup>3</sup> (adore) the high-quality chocolate and pastries available in shops there. In the UK, he felt the appetite for quality convenience food \_\_\_\_\_<sup>4</sup> (not be met). As a result, Averdieck \_\_\_\_\_<sup>5</sup> (launch) Gü in 2003 with his own funds plus £65,000 backing from North London-based Rensow Patisserie.

Rensow made the puddings at its London factory, while Averdieck focused on product development, sales, and logistics. The secret to

Gü's meteoric success \_\_\_\_\_<sup>6</sup> (lie) in marrying European quality with effective supermarket distribution and branding.

'Our message was simple – use high-quality raw materials to deliver uncompromisingly good products,' he explains. 'I \_\_\_\_\_<sup>7</sup> (have) no idea Gü would become a global brand but I did make sure we \_\_\_\_\_<sup>8</sup> (get) the positioning right from the start – indulgence.'

Gü became the fastest-growing food company in the UK. Sales \_\_\_\_\_<sup>9</sup> (reach) £30m in 2010, and at that point 130 staff \_\_\_\_\_<sup>10</sup> (work) in offices in Paris and London, instead of just three people working in Averdieck's home. They \_\_\_\_\_<sup>11</sup> (sell) the company for £35 million to Noble Foods in 2010; Averdieck is now responsible for international expansion.

### 2 Read the sentences taken from an interview with Mr Averdieck. Underline the most appropriate option.

- Since the sales meeting last week *I've taken on / I took on* responsibility for international growth.
- France is one of our most successful markets, and it *grows / is growing* very rapidly.
- We've just launched in Germany. It's early days – *we launched / we've launched* last week – but it's exciting times.
- I *worked / have worked* hard for 30 years, and I've decided that *I'm going to / will* spend less time at work and more time with my family.
- Normally *we're doing / we do* two sales conferences a year but due to budget cuts this year *we are just doing / just do* one.
- I *am living / have been living* in Germany for three years now and I expect *I stay / will stay* another two years.

## Vocabulary Prefixes

### 1 Choose the correct prefix for the word on the right.

- |                |            |
|----------------|------------|
| 1 in / under   | paid       |
| 2 mis / un     | ambitious  |
| 3 mono / over  | lingual    |
| 4 im / over    | estimate   |
| 5 dis / bi     | connect    |
| 6 mis / over   | understand |
| 7 under / in   | convenient |
| 8 in / im      | possible   |
| 9 mono / bi    | annual     |
| 10 multi / dis | task       |

**2 Read the first sentence. Using words from 1, complete the second sentence so that it has the same meaning. You may need to change the form of the word.**

- 1 I thought she said she liked my work, but actually she doesn't. / I \_\_\_\_\_ what she said.
- 2 He can write reports, talk on the phone, and eat a sandwich at the same time. / He can \_\_\_\_\_.
- 3 The conference takes place twice a year in Copenhagen. / There's a \_\_\_\_\_ conference in Copenhagen.
- 4 I had taken the computer plug out. / I had \_\_\_\_\_ the computer.
- 5 We thought 100 guests would come. Only 50 turned up. / We \_\_\_\_\_ the number of guests.
- 6 My salary is very low for someone with my experience and qualifications. / I am \_\_\_\_\_.
- 7 He doesn't seem to want promotion or change the job he's done for years. / He's very \_\_\_\_\_.
- 8 Not many people in Britain speak a second language. / Most British people are \_\_\_\_\_.
- 9 The office is so far from the station. / The office location is really \_\_\_\_\_.
- 10 No one can understand his ideas. / His ideas are \_\_\_\_\_ to understand.

## Work skills Conversational strategies

**1 Match the sentence halves to complete the conversations.**

- 1 Are you enjoying the conference so far?
- 2 Haven't we met somewhere before. Your face looks familiar.
- 3 I've heard a lot about you. It's great to finally put a name to a face.
- 4 I work in Solutions, and do quite a bit of travelling.
- 5 It's very warm in here, isn't it? I think they need to turn up the air conditioning.
- a Oh, do you? And how do you find that?
- b Possibly. I was at the Paris branch last spring. Were you working there?
- c Absolutely. Either that or provide some iced water.
- d Likewise. It's very good to meet you.
- e Yes, very much. I got a lot from the presentation this morning. How about you?

**2 Complete the conversation using these phrases.**

*Really! So you must enjoy it.      How about you?      So what attracted you to work here?  
The photographer. That's great.      And you?      Absolutely. It must be very satisfying.  
Were you working in Sales in your previous company then?*

- Manuel** Hello, my name's Manuel Ferrara. I'm in Sales. \_\_\_\_\_<sup>1</sup>
- Karen** I'm Karen Stephens. Hello. I'm actually the official photographer for the evening.
- Manuel** \_\_\_\_\_<sup>2</sup> Do you enjoy your work?
- Karen** Oh yes, I really do. It's very varied.
- Manuel** \_\_\_\_\_<sup>3</sup>
- Karen** Most of the time. Have you been working for the company long?
- Manuel** About three months. \_\_\_\_\_<sup>4</sup>
- Karen** About a year now. \_\_\_\_\_<sup>5</sup>
- Manuel** Yes, I was there for twelve years.
- Karen** \_\_\_\_\_<sup>6</sup>
- Manuel** Yes, it's always an interesting challenge.
- Karen** \_\_\_\_\_<sup>7</sup>
- Manuel** I think it's one of the best companies in the industry.

## Functions Making a good impression

We use the following phrases to introduce ourselves and other people.

Situation	Phrases
Introducing yourself to someone you don't know	I don't think we've met, I'm (Kim Tae-Yong). I'm (Robert Foster).
Introducing a third person	This is ... I don't think you know each other, do you? I'd like to introduce you to (Professor Barnes).
Introducing yourself to someone you think you know or have heard of	Your name was given to me by a colleague of mine. You must be (Naomi). How nice to meet you at last. It's (Alison), isn't it?

We use different expressions, names, and titles depending on the situation and relationship between the speakers. For more formal situations we use either full names or a title and family name. We also use more formal expressions such as *I'd like to introduce you to ...* and *How do you do*.

We also need to use the expressions for introducing ourselves in the appropriate situations. For example, we would not use *I don't think we've met, I'm ...* at a trade stand.

We can use phrases like *Nice to meet you, Pleased to meet you, Very good to meet you* in most situations. We usually use *Hi* or *Hello* in less formal situations.

### PRACTICE

#### Complete the conversations with the appropriate phrases.

- Tara** Hello. You \_\_\_\_\_<sup>1</sup> François Lamont.

**François** Yes, that's right.

**Tara** I'm Tara Fleming. We talked on the phone.

**François** Oh, Tara. How \_\_\_\_\_<sup>2</sup> at last.

**Tara** Very nice to meet you, too. Did you manage \_\_\_\_\_<sup>3</sup>?

**François** Yes, I did thanks. I got a taxi from the station.

**Tara** Great. I'll just get you a security tag and show you to the meeting room.

**François** Thank you.
- José** Kimiko, let me \_\_\_\_\_<sup>1</sup> some people.

**Kimiko** That would be great.

**José** I don't think \_\_\_\_\_<sup>2</sup> Helen Gardener, do you?

**Kimiko** No, I don't think so.

**José** Helen, do you have a moment?

**Helen** Of course.

**José** Kimiko, I'd \_\_\_\_\_<sup>3</sup> Helen Gardener. Helen is our new Marketing Manager. Helen, \_\_\_\_\_<sup>4</sup> Kimiko Watanabe. Kimiko heads our sales team in Tokyo.

**Kimiko** \_\_\_\_\_<sup>5</sup>, Helen. I've heard lots of good things about your work.

**Helen** How do you do, Kimiko. Thank you. \_\_\_\_\_<sup>6</sup> working with you.