

# MAKE IT YOUR BUSINESS

Dominique Daugeras  
Professeur agrégée

Patricia Janiaud-Powell  
B.A. (Hons), Professeur certifiée

Naomi Malan  
B.A., Docteur ès lettres (linguistique anglaise)

**BTS**

**IUT**

**Classes préparatoires aux grandes écoles de gestion**

**Écoles de commerce**

**Formation continue**

**Préparation à l'examen de la Chambre  
de Commerce franco-britannique**

**NATHAN**  
**TECHNIQUE**

# Présentation de l'ouvrage

18 chapitres de 8 pages préparant au monde des affaires et aux examens

Dans chaque chapitre :

## 1 double page introductive "The facts"

Une photographie introduisant le thème

Des informations générales sur le thème du chapitre

The screenshot shows a double-page spread from the book. The left page features a large photograph of a person in a yellow raincoat, with the text 'The facts' and 'Climate change'. The right page is titled 'The environment' and contains sections for 'Wildlife conservation', 'Genetically modified foods', 'Air/water/land pollution', 'CHECK THE FACTS', and 'LEXICAL WORK'. The 'CHECK THE FACTS' section includes a list of 10 multiple-choice questions. The 'LEXICAL WORK' section includes a matching exercise and a fill-in-the-blanks exercise.

Des notes de vocabulaire

Des exercices sur les informations données

## 1 double page "Talking it over"

Un travail d'exploitation du texte tourné vers l'oral

Un article de presse enregistré

The screenshot shows a double-page spread from the book. The left page features a large photograph of a group of people, with the text 'Talking it over' and 'No man is an Island'. The right page is titled 'COMPREHENSION' and contains sections for 'COMPREHENSION', 'CONSENT', 'TALKING POINTS', 'LEXICAL WORK', 'LISTENING AND TALKING', and 'PRONUNCIATION'. The 'COMPREHENSION' section includes a list of 10 multiple-choice questions. The 'CONSENT' section includes a list of 10 multiple-choice questions. The 'TALKING POINTS' section includes a list of 10 multiple-choice questions. The 'LEXICAL WORK' section includes a list of 10 multiple-choice questions. The 'LISTENING AND TALKING' section includes a list of 10 multiple-choice questions. The 'PRONUNCIATION' section includes a list of 10 multiple-choice questions.

Un exercice de compréhension orale sur un enregistrement

Des exercices de prononciation

Un jeu de rôles

Des notes de vocabulaire

Des exercices lexicaux

# 1 double page "Writing it down"

Un article de presse enregistré

Un travail d'exploitation tourné vers l'écrit

Des exercices lexicaux

Des sujets de débats

Un entraînement systématique aux épreuves écrites des examens

Des notes de vocabulaire

# 1 double page de travail sur le langage

Le vocabulaire essentiel à connaître

Un travail de réemploi de la liste de vocabulaire

Une étude de deux points de grammaire en contexte

Un renvoi au mémento grammatical

Des exercices grammaticaux

Un thème de réemploi du vocabulaire et de la grammaire du chapitre

## À la fin de l'ouvrage :

- Un mémento grammatical clair et structuré accompagné d'exercices.
- Des pages professionnelles pour écrire un CV, répondre à une annonce et rédiger différentes lettres.

- Des méthodes pour l'examen.
- Des annexes (prononciation, informations sur les pays...).
- Une liste des verbes irréguliers.
- Des cartes des Îles britanniques et des États-Unis.

Les enregistrements sur les cassettes sont repérés par le logo .

# Contents

## Chapter 1 The world of work

- The facts 6
- Talking it over: Voting with your vocation 8
- Writing it down: Time to plan your life 10
- Lexical work 12
- Grammar work: Les subordonnées de but/  
Les noms dénombrables et indénombrables 13

## Chapter 2 Work patterns

- The facts 14
- Talking it over: Do you need a PA? 16
- Writing it down: It's a temporary affair 18
- Lexical work 20
- Grammar work: Le passé et le *perfect*/  
Le passif et « on » 21

## Chapter 3 Work in the future

- The facts 22
- Talking it over: Head for a place in the sun 24
- Writing it down: When the axe falls 26
- Lexical work 28
- Grammar work: Les auxiliaires modaux/  
L'expression de la quantité 29

## Chapter 4 The environment

- The facts 30
- Talking it over: No man is an Island 32
- Writing it down: Inside the heap 34
- Lexical work 36
- Grammar work: Les auxiliaires modaux/  
As et *like* 37

## Chapter 5 Companies, large and small

- The facts 38
- Talking it over:  
Survival and success in a small business 40
- Writing it down:  
How small firms can compete against big ones 42
- Lexical work 44
- Grammar work: L'ordre des mots/Le gérondif 45

## Chapter 6 Management and company organization

- The facts 46
- Talking it over: Bosses learn the value  
of being nice 48
- Writing it down: Cleaning up the mess 50

- Lexical work 52
- Grammar work: Les comparatifs/  
Le présent simple et le présent continu 53

## Chapter 7 Business ethics

- The facts 54
- Talking it over:  
Widening the net to all parties at work 56
- Writing it down:  
Footsie takes a walk on the ethical side 58
- Lexical work 60
- Grammar work: Les pronoms relatifs/  
Les articles 61

## Chapter 8 Communication

- The facts 62
- Talking it over: Wired, but a bit worried 64
- Writing it down: Inside out 66
- Lexical work 68
- Grammar work: Les pronoms relatifs/  
Les auxiliaires modaux 69

## Chapter 9 E-business

- The facts 70
- Talking it over: Who wants electronic books? 72
- Writing it down: Surfing USA 74
- Lexical work 76
- Grammar work: Le passé et le *present perfect*/  
Le futur 77

## Chapter 10 Marketing

- The facts 78
- Talking it over: Kids gloves 80
- Writing it down: The towns fight back 82
- Lexical work 84
- Grammar work: Les articles/Le présent 85

## Chapter 11 Innovation and new technologies

- The facts 86
- Talking it over:  
Appliances of science promise chore-free life 88
- Writing it down: The new organ-grinders 90
- Lexical work 92
- Grammar work: Les noms dénombrables  
et indénombrables/Les discours direct et indirect 93

## Chapter 12 The tourist industry

- The facts 94
- Talking it over:  
I know more about Laos than Liverpool 96
- Writing it down: Tourist traps 98
- Lexical work 100
- Grammar work: Le futur/Le passé  
et le *present perfect* 101

## Chapter 13 Transport

- The facts 102
- Talking it over: Road transport 104
- Writing it down:  
A brief encounter seals the deal 106
- Lexical work 108
- Grammar work: La quantité/  
Les auxiliaires modaux 109

## Chapter 14 The global economy

- The facts 110
- Talking it over:  
Curbing the abuses of global capitalism 112
- Writing it down:  
Globalisation and information technology  
were made for each other 114
- Lexical work 116
- Grammar work: Les comparatifs/L'article *The* 117

## Chapter 15 Finance, accountancy and banking

- The facts 118
- Talking it over:  
A marketing blitz buries kids in plastic  
and debt 120
- Writing it down:  
These days, banks sell simple  
joys instead of riches 122
- Lexical work 124
- Grammar work: Les discours direct  
et indirect/Le superlatif 125

## Chapter 16 The world's main trading areas

- The facts 126
- Talking it over:  
Japanese companies abroad: yen and yuan 128
- Writing it down:  
Russia and the World Trade Organization 130
- Lexical work 132
- Grammar work: L'infinifitif et le gérondif/  
« Faire faire » 133

## Chapter 17 The European Union

- The facts 134
- Talking it over:  
Generation Europe: towards cultural  
convergence 136
- Writing it down: For most workers,  
EU's borders are still high 138
- Lexical work 140
- Grammar work: *As et like*/Les discours  
direct et indirect 141

## Chapter 18 Cross-cultural relations

- The facts 142
- Talking it over:  
Tread carefully in the multicultural minefield 144
- Writing it down:  
Guide to assertive, yet subtle selling 146
- Lexical work 148
- Grammar work: Les verbes pronominaux/  
*Le present perfect* et le *pluperfect simple* 149
- Mémento grammatical 150
- Exercices de grammaire 178

### Methods

- How to read a document efficiently 184
- How to translate 185
- How to present a text 187
- How to describe charts and tables 190
- How to improve your pronunciation 192
- How to communicate efficiently 195
- How to telephone 198
- How to deal with paperwork 200
- How to compose a CV  
and to request a placement 204
- How to answer a job ad 208

### Professional letters

- Unsolicited letter of application 210
- Letter of complaint about a delivery 211
- Letter of apology 212
- Letter/invoice 213
- Letter to change plans 214
- Letter to book tickets and hotel accommodation 215

### Annexes

- Spelling changes in word endings 216
- Main foreign currencies 217
- Cities 217
- Countries and nationalities 218
- Incoterms 219
- Main irregular verbs 220
- Map of the British Isles 222
- Map of the USA 223