



Meetings and discussions

VOCABULARY

conglomerate
download
graphics
layout
manufacturer
negotiation
search facility
shopping mall
subsidiary
suggestion
user-friendly
website

11.1 Suggestions

Why don't we ...?
I think we should ...
Does anyone have any suggestions?

11.2 Discussing ideas

Are we ready to start?
I'd like to discuss ...

11.3 The shopping mall

Speaking practice

11.4 A company website

Can I have your attention, please?
What do you mean?
I think that covers the basics.
Let's move on to the next topic.

11.5 Case studies

Speaking practice

11.6 Culture file

Negotiating styles

MODULE 11.1

SPEAKING

LISTENING

Suggestions

Look at the photo. Describe the situation.

Sylvia Lin works for the Australian Commerce and Industry Office in Taipei. She is having a meeting with her staff to plan an Australian trade fair.

- 1 **038** Listen and check (✓) the topics they discuss.

art	<input type="checkbox"/>	food and drink	<input type="checkbox"/>
fashion	<input type="checkbox"/>	tourism	<input type="checkbox"/>
sports	<input type="checkbox"/>	music	<input type="checkbox"/>

- 2 **038** Listen again and number the expressions in the order you hear them.

a Why don't we ... ?	<input type="checkbox"/>
b I think we should ...	<input type="checkbox"/>
c How about ... ?	<input type="checkbox"/>
d Does anyone have any suggestions?	<input type="checkbox"/>
e Maybe we should ...	<input type="checkbox"/>
f I agree.	<input type="checkbox"/>
g Yes, good idea.	<input type="checkbox"/>
h I'm not sure about that.	<input type="checkbox"/>

LISTENING

39 Sylvia Lin's team are discussing ideas for promoting the trade fair. Look at the notes made during the meeting and listen to the conversation.



- A OK, are we ready to start? First of all, I'd like to discuss promotion. Any ideas?
 B Well, I think we should run a newspaper ad.
 C Yes, that's a good idea. Why don't we run a TV commercial too?
 D I'm not sure about that. It'll be very expensive.
 A Well, we can discuss the details later. Any more ideas?

Promotion

- run a newspaper ad
- run a TV commercial → very expensive

SPEAKING

- 1 Practice the conversation in groups of four. Take turns being A.
- 2 Now Sylvia and her staff are talking about tourism. Practice again using the information below.

Tourism

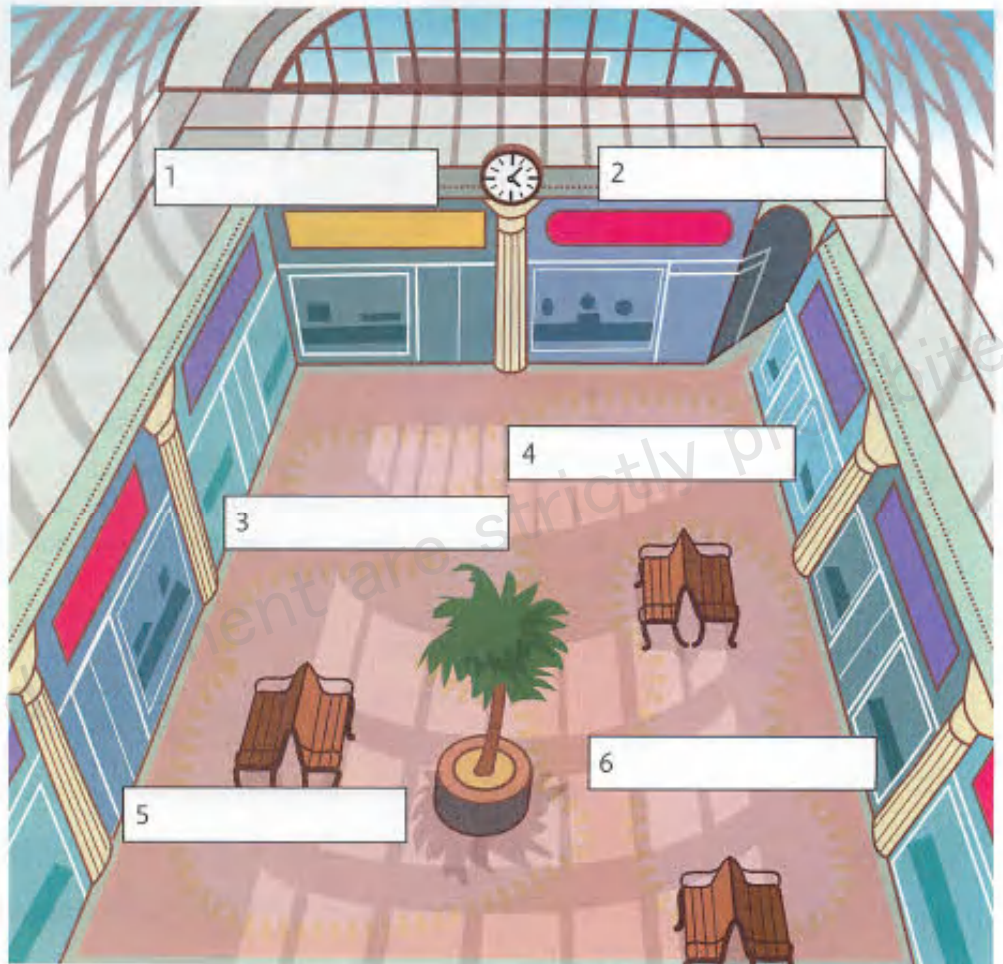
- show a montage of different resorts on electronic display
- have people in kangaroo costumes
→ give the wrong image

- 3 Choose one of these topics to discuss. Think of four ideas.
 - how to promote your company or school
 - new furniture and equipment for your office or classroom
 - your own idea

SPEAKING

- 1** Work in groups. You are the managers of a new suburban shopping mall. You have six stores to rent but twelve companies have applied. Decide which stores you would like to have and where they should go.

coffee shop	luggage store	men's fashion store
camera shop	bookstore	pizza restaurant
toy store	burger restaurant	jewelry store
jeans store	cell phone store	women's fashion store



Useful language:

Any ideas/ suggestions?

I think we should ... ?

Why don't we ... ?

How about ... ?

That's a good idea.

I agree.

I'm not sure about that.

I don't think we should ...

I don't think I agree.

- 2** When you have finished show your plan to another group and explain the reasons for your choices.


LISTENING

A group of managers at Unity Building Supplies in Hong Kong is meeting to discuss the company's website.

1 Before you listen, match the words (a–e) with the definitions (1–5).

- a user-friendly
- b a layout
- c graphics
- d to download
- e a search facility

- 1 to move a file from the Internet onto your computer
- 2 a program that helps to look for information in a site
- 3 pictures and videos
- 4 easy to use
- 5 a design

2  40 Listen and write down the ideas suggested in the meeting.

<p>Topic Layout</p> <p>Ideas</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>Topic Graphics</p> <p>Ideas</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>Topic Prices</p> <p>Ideas</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>Topic Languages</p> <p>Ideas</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>Topic Search</p> <p>Ideas</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
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SPEAKING

Work in pairs and discuss these questions:

- Does the Internet make it easier for you to work or study?
- Do you use search engines a lot?
- What do you use them for?
- What kind of things do you download from the Internet?
- Does your company have a website?
- What do you think of it?
- What is your favorite website and why?

SPEAKING

- 1 Work in small groups. Look at the case studies below. When you are sure that you understand each one, discuss which option you would choose and why.

CASE STUDY 1

You are the managers of a company which produces safes. Your products are selling well, and you have enough capital to expand your business. Your safes use electronic locks supplied by another manufacturer. What should you do?



- OPTION A** Don't take chances. Keep to what you know, and put your profits in the bank.
- OPTION B** Buy a small lock manufacturer and equip some of your safes with the locks.
- OPTION C** Find a major lock manufacturer who can supply all your needs, and take it over.

CASE STUDY 2

You are managers of a conglomerate. One of your subsidiaries has become one of the country's largest ice cream chains and is making big profits. However, you are worried that the demand for ice cream may be falling. You have plenty of spare money from your ice cream operation. What should you do?

- OPTION A** Use the money to expand capacity in one of your other companies that has a small share of a fast-growing market.
- OPTION B** The ice cream operation is doing really well, so use the money to promote ice cream and sell more.
- OPTION C** Use the money to improve the performance of one of your companies that is not doing so well.



- 2 Now take a vote on each option in each case study. Which options are most popular?

READING

1 Read this advice about negotiating in different countries.



AUSTRALIA

Australians generally have an informal approach to business. Be direct and don't go into too much detail. Don't try to impress Australians with your expert knowledge. Before you begin business negotiations, spend some time making small talk.

FINLAND

In Finland businesspeople often begin negotiating straightaway, without small talk. Finns can be very quiet and there are often long silences in business meetings. Look people in the eye when you are speaking to them.

MALAYSIA

In Malaysia you should speak and behave quietly during business negotiations. Always stay calm. Leave plenty of time for someone to respond to a statement you make. It is polite to leave a pause when someone has finished speaking.

MEXICO

Personal friendships are important in business in Mexico. Mexicans are looking for long-term relationships based on trust so you should spend some time building these relationships. Mexicans often avoid saying 'no'. They sometimes say 'maybe' or 'we'll see' when they actually mean 'no'.

According to the text, in which country do businesspeople ...

- a not like to say *no*? _____
- b usually avoid small talk? _____
- c communicate in an informal way? _____
- d avoid noisy behaviour? _____

SPEAKING

- 1 Work in groups. Give advice to a foreign businessperson on conducting negotiations in your country.
- 2 When you are ready, present your ideas to the class.