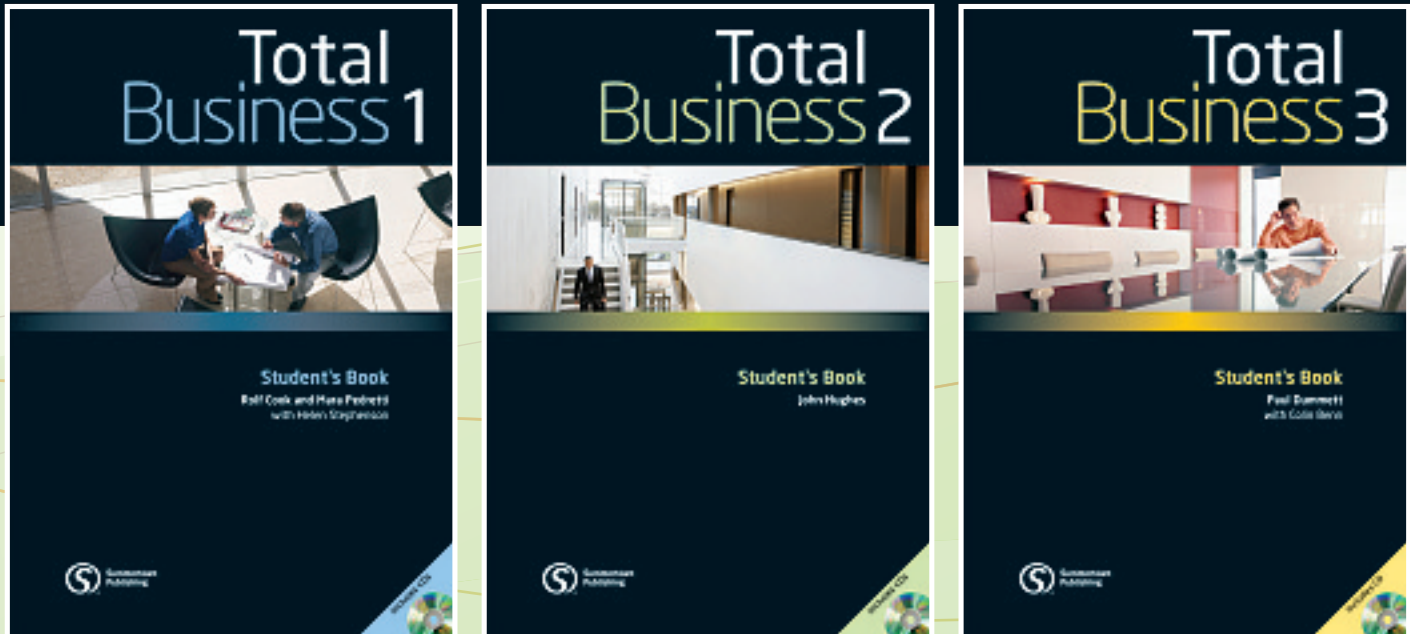


# Total Business



## A new three-level business English course

**Total Business** is a three-level business English course for pre-work students and business people wishing to improve their English and their employment prospects. It is also suitable for in-company training.

The core lessons offer:

- Modern, business-related topics to engage students and involve them in the practice of everyday business
- An integrated grammar syllabus offering extensive functional practice
- Varied activities and learner strategies to motivate and support students in their studies

Each **Student's Book** contains twelve modules divided into the core lessons of *Business topic*, *Business skills* and *Learning strategies*. This modular division of material makes it flexible to the needs and requirements of each class. The Class CD is packaged in the back of the book.

The **Workbooks** (with answer key) feature stimulating input texts and motivating activities which consolidate and extend the topics and skills presented in the Student's Books. They also provide further business practice.

The comprehensive **Teacher's Books** contain:

- Reduced Student's Book spreads for easy reference as you teach
- Step-by-step teaching notes and answers
- Listening scripts
- Suggestions for alternative activities
- Twenty-four photocopiable activities and teaching notes

The **Class CDs** (also packaged in the Student's Book) contain all the listening material. Activities include: dialogues, interviews, reports, case studies and telecommunication texts.

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**BUSINESS TOPIC LESSONS** focus on vocabulary and grammar. They cover a wide range of business topics.

**BUSINESS SKILLS LESSONS** cover high frequency business skills, laying the foundations for effective communication.

**LEARNING STRATEGIES LESSONS** work on both the receptive and productive skills (listening and reading, speaking and writing) by placing learning tasks within the context of business.

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**MODULE 10 BUSINESS TOPIC**

**10.1 Management**

**READING**

1 What do you think are the main reasons for Madonna's continued success over the last twenty-five years? Compare your ideas with the article below.



**Madonna Louise Ciccone** is a dynamic business woman who has succeeded in the competitive world of the music industry. How has Madonna achieved her success? And why should we care? Well, if we want to succeed in business, we can learn a great deal from the five dimensions of her successful strategy.

**Vision**  
Since high school, Madonna has set herself a clear target: to become the world's number one female performer. If she hadn't set out with this vision, success wouldn't even have been a possibility. Firms too must have a vision of where they want to go and how to get there. (1) \_\_\_\_\_

**Understand the industry**  
Madonna was one of the world's first artists to bring the focus group approach to the music industry. In mid-2005 she partnered with DJ and producer Stuart Price to test tunes (without vocals) in nightclubs around Europe. The reaction of the dancers was filmed and used to determine the tracks for Confessions on a Dance Floor. (2) \_\_\_\_\_

**Exploit your competences, address your weaknesses**  
Another important element in Madonna's success has been her ability to recognise her own competences and weaknesses. Very early on in her career Madonna realised that neither her dancing nor voice were strong enough on their own. She knew that if she teamed up with the right people such as Michael Jackson's manager, Freddie de Mann, she'd fill in the gaps. (3) \_\_\_\_\_

**Consistent implementation**  
Madonna isn't the product of any music company – her success is down to her own sheer hard work. Most of her entertainment interests have been owned or operated by her own companies. Likewise in industry, planning a strategy is easy. (4) \_\_\_\_\_

**Continuous renewal**  
The frequent reinvention of Madonna's style and sound has always reflected an acute awareness of changing styles, social norms and attitudes in a rapidly changing industry. (5) \_\_\_\_\_

- 2 Choose the best sentence A-F to fill gaps 1-5 in the article. There is one extra sentence.
- A Likewise, if companies or managers renew themselves, they last longer than those who don't.
  - B Similarly, companies and managers need to develop the right contacts.
  - C But the difficulty for managers is how to implement it.
  - D In the same way, managers must also investigate and develop a keen understanding of their client's needs and wants.
  - E Similarly, managers who don't set career goals will miss opportunities.
  - F Managers need to attend training courses to learn how to manage.
- 3 Work in pairs. The sentences in exercise 2 all give advice on how to be a successful manager. Think of two more pieces of advice for a manager. Tell the class.

**VOCABULARY**

**Verb + noun combinations**

4 Combine the verbs on the left with the nouns on the right. Draw a line between the words. There may be more than one possibility in some cases.

succeed in	business
plan	success
achieve	weaknesses
set	a great deal
miss	targets
recognise	an understanding
learn	a strategy
develop	opportunities

Now check your answers by finding the combinations in the article and sentences A-F on page 96.

5 Read about a company called MusicToday. Use some of the verbs in exercise 4 to complete this article. Change the form of the verb where necessary.

**MusicToday**

MusicToday was originally founded by Coran Capshaw and set up to help music artists who had (1) \_\_\_\_\_ making popular music but were (2) \_\_\_\_\_ the opportunities of merchandising and reaching their fan base. Having (3) \_\_\_\_\_ a great deal from his experiences as manager of the Dave Matthews Band, Capshaw had (4) \_\_\_\_\_ a clear understanding of the true value of the band-fan relationship. For example, even a new and lesser-known band can sell ten million dollars worth of merchandise in their first two years of business. Then, for the megabands with maybe over 100,000 fans regularly going to their gigs or paying \$50 a year to be in the fan club, the financial rewards are enormous. Capshaw also (5) \_\_\_\_\_ the potential for bands to bypass the middlemen and sell items like T-shirts, badges or hats directly to the fans from their own online stores, which are managed by MusicToday. Access to fans also means MusicToday provides clients with data which will help them to (6) \_\_\_\_\_, for example, where to tour next or how to advertise their next album. The company now has over 700 clients.

6 Work in pairs. Cover the article on page 96. Make sentences about Madonna, companies or managers, using each word combination from exercise 4.

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Cengage Learning EMEA, Cheriton House, North Way, Andover SP10 5BE  
[www.elt.heinle.com](http://www.elt.heinle.com)

ISBN 9780418278499

Summertown Publishing is an imprint of Heinle ELT, part of Cengage Learning