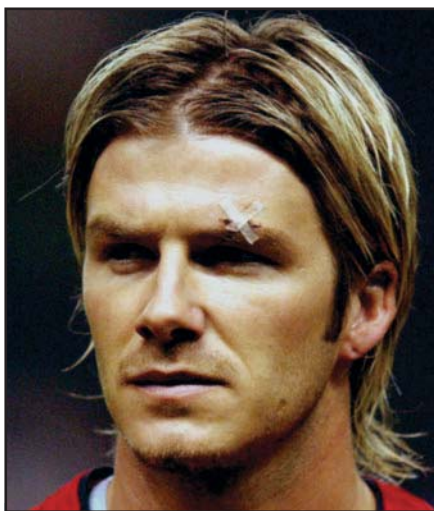




Company structure

A matter of choice

The world of lifetime employment in large hierarchical and bureaucratic organisations may be dead, but where is the modern company taking us? A new generation of online companies and networked entrepreneurs is forcing the survivors of the industrial age to merge into giant companies as powerful as nation states. But in an uncertain world only the fittest will survive. **Page 9.**



Fear and management

Terrorising the talent

The football dressing room may be the last refuge of old-style management techniques, but when Britain's most beautiful and skilful footballer was photographed with a wound above his eye inflicted by his manager, the nation asked 'Does fear really motivate?' **Page 17.**

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Survival of the fittest

15 **Unit 2 Leadership**
Terrorising the talent

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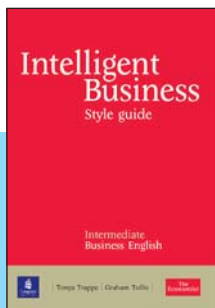
162 **Audioscripts**



Marketing brands

Seducing the masses

Once a simple guarantee of quality, brands now appeal to emotions and represent aspirations of a better lifestyle. In the new global economy they represent a huge portion of the value of a company, but are increasingly cynical and brand-weary customers seduced by this approach? **Page 51.**



Learning to write well in a foreign language is one of the most difficult challenges facing the language learner. This pocket-sized style guide will help you find the right words, use an appropriate style and write effectively. **See inside the back cover.**

Bookmap

	Reading	Language	Vocabulary	Career skills	Dilemma & Decision
Unit 1 Companies ■ 7	A matter of choice 9	Present simple and continuous 11	Companies and careers	Talking about your job Hierarchy 13	The virtue of necessity 14
Unit 2 Leadership ■ 15	When to terrorise talent 17	Articles 20	Synonyms Collocations	Getting things done Being direct 21	Mission: Impossible? 22
Unit 3 Strategy ■ 23	Nike's Goddess 25	Future forms 27	Suffixes	Short presentations Attitudes to timing 29	Harley's Angels 30
Review 1 ■ 31	Language check: Present simple and present continuous; Articles; Future forms; Consolidation Vocabulary check: Career skills: Talking about your job; Getting things done; Short presentations				
Unit 4 Pay ■ 33	The rewards of failure 35	Present perfect and past simple 38	Multi-part verbs	Evaluating performance Fixed objectives or flexibility? 39	Success at what price? 40
Unit 5 Development ■ 41	Gas for Peru vs green imperialism 43	Modal verbs of likelihood 45	Development and the environment Word form	Showing cause and effect Dealing with unclear situations 47	Striking a balance 48
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