Scope and Sequence

Unit	Real-Life English	Vocabulary	Reading	Dialogue Practice	Writing
1 Can You Show Me Around? Page 6	Introduction	Office	A Gourmet in Paris	Offering work help to someone	An office layout
2 Let's Have a Meeting Page 14	Planning and managing meetings	Meeting	Aslan the Lion	Expressing concern	Minutes
3 Can You Email Me? Page 22	Goodbye	Email	An Elevator Complaint Letter	Making a complaint	Emails
Review 1 (Units 1–3) Page 30					
4 Has She Made a Reply? Page 34	An appointment	Phone	Pets in the Air	Confirming flights	Confirmation letters and emails
5 Can You Follow Up on That? Page 42	Invitations	Management	IKEA	Asking for feedback on job performance	Project outline
6 There's Something Wrong Page 50	Medical problems	Urgency	Chronic Complainers	Describing symptoms to medical professionals	Giving advice about medicine
Review 2 (Units 4–6) Page 58					
7 How's the Flight? Page 62	Itinerary	Exhibition	Cars in the Movies	Shopping for clothing	Movie review
8 We Are in Booth 101 Page 70	Exhibition activities	Events	Lake Como	Finding out about venues	Flyers
9 Can I Get Back to You? Page 78	Organizing a convention	Relationships	Love Story	Setting up a trade show booth	Notes
Review 3 (Units 7–9) Page 86					
10 Congratulations! Page 90	Congratulations	Promotion	Dracula's Castle for Sale	Congratulating people	Congratulatory cards
11 Enjoy the Flight Page 98	An incentive	Incentive	Taking a Nap	Discussing recreation preferences	Proposals
12 Keep That in Mind Page 106	Convention training	Marketing	The Marketing Mix	Discussing social activity preferences	Announcements
Review 4 (Units 10–12) Page 114					

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Real-Life English

[13] A Listen to an announcement. Then choose the correct answer for each question.

- 1. What happened to the company's 401(k) plan?
 - a. The company ended its contributions.
 - b. The company decreased its contributions.
 - c. The company upped its contributions.
 - d. The company limited its contributions.
- 2. How many weeks of paid leave are now granted?
 - a. Four
 - b. Three
 - c. Two
 - d. One
- 3. How can employees get paid leave above four weeks?
 - a. If they need to take a longer vacation
 - b. If they talk to the boss personally
 - c. If they have kids or are very sick
 - d. If they simply apply for more paid leave
- 4. What is the company rewarding its employees for by giving them greater benefits?
 - a. Their extra long hours
 - b. Their loyalty
 - c. Their lack of benefits previously
 - d. Their acceptance of low salaries

Listen to the conversation. Then choose the correct answer for each question.

- 1. How long will Dale be on vacation?
 - a. A few days
 - b. One week
 - c. Two weeks
 - d. One month
- 2. Which of the following is NOT mentioned as something Dale wants to do while on vacation?
 - a. Lie on the beach
 - b. Read a book
 - c. Surf some waves
 - d. Do some swimming



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, doesn't it, Dale

🙌 🕻 Listen again and fill in the blanks with the words you hear.

Dawn:	Your vacation starts 1,	doesn't it, Dale?	
Dale:	Yes, I'll be gone for 2,	but I wish it were longer, to be honest.	
Dawn:	What are you going to do?		
Dale:	I'm headed to a small 3.	I just want to 4	
	read a good book, and do some swimming.		
Dawn:	That sounds like fun. Who is 5	for you while you're gone?	
Dale:	Wayne will be on my desk in my absence, so I'm sure my work is in good hands.		

■ Vocabulary

Choose the correct words to complete the passage.

	founder	take a chance on	associate	expand	
	regional	chain	in my absence	in good hands	
-	The 1	of this company, N	Ir. Burns, hired me when I	was just 25. He was	
willing to 2 a kid with little experience, a			e experience, and that mea	ant a lot to me. I started	
ć	as a sales 3	From there	rom there I became a(n) 4		
handling five different stores. I don't like to brag, but I think I played a big role in helping us					
5 our business. Now, we're a(n) 6			re a(n) 6	with stores from	
coast to coast. I'm retiring today, and I know my job is 7 Taking over					
8 is Jim Lahey, and I know you'll give him the same respect you've show				respect you've shown	
İ	me. Remember, this isn't goodbye. This is just "see you later."				

Culture Note

401(k)

In the U.S., we often hear the term 401(k). This is a plan under which employers offer retirement savings contributions to their employees, so it's an important part of one's professional career.



When a long-serving employee retires from a company, the 401(k) is the plan that can ensure the retiring employee has the money to enjoy his or her retirement and spend his or her retired life without too many financial worries.

Aiming High 3

Reading

Work with a partner. Discuss the following questions.

- 1. Have you ever written to a company to complain about a product or service?
- 2. What are some things in your life you would like to complain about?
- 3. How important are complaint letters for companies? Do they help bring changes?
- 4. Do you feel politeness is necessary when people write complaint letters? Why or why not?

Now, read the article. Write down any words you don't know.

Otis Elevator Company 700 W. Mississippi Ave Denver, CO 80223

Dear Sir/Madam,

This letter is to inform you of a problem I encountered recently while using your elevator. I was trapped in the elevator in your building on Nov. 4th from 2:31 p.m. to 3:10 p.m. The 39 minutes I spent there were the darkest and the most terrifying in my life.

What made me angry was that I had to wait for 10 frightening minutes to contact your colleagues after pressing the emergency button the first time. They just told me they would send someone to come and investigate. Unfortunately, no one came and no one answered my second and third calls.

The next day, our superintendent phoned your company and requested that an engineer be sent to check the elevator. Your engineer showed up one week later and only checked the elevator for five minutes without finding out what was the problem. Since nothing was fixed, it was an unproductive and inefficient visit. I wonder, if another resident were to be trapped in the elevator, how long would it take your company to react and to open the elevator to release the resident? In my view, your company has to take all of these complaints much more seriously.

Yours sincerely, Jessica Jackson



Choose the correct answer for each question.

- 1. What is the purpose of the letter?
 - a. To argue about mathematical problems
 - b. To complain about international relationships
 - c. To argue about engineering designs
 - d. To complain about a company's servicing of a machine
- 2. What problem did the letter writer encounter in the elevator?
 - a. She was trapped in the elevator for over 30 minutes.
 - b. Her phone did not work inside the elevator.
 - c. She experienced 10 terrifying minutes in the elevator when it went dark.
 - d. She could not find an emergency button to press.
- 3. What can be inferred from this letter about the servicing of the elevator by the company?
 - a. It is quite poor.
- b. It is very good.
- c. It is excellent.

unproductive

d. It is satisfactory.

investigate

- 4. What does the word unproductive mean in the last paragraph, line 3?
 - a. instructive
- b. fruitless
- c. fruitful
- d. constructive
- 5. What opinion does the writer express about the company's handling of complaints?
 - a. The company did an OK job.

resident

- b. The company should set up a department to handle complaints.
- c. The company should learn from its mistakes.
- d. The company should take complaints more seriously.

Vocabulary

terrifying

Choose the correct words to complete the sentences. Change the form of the words if necessary.

react

	terrinying	Testactic	сгар	react	unproductive	Hivestigate
1.	The meeting v		, Si	o I ended it e	arly and told the atter	ndees to come back
2.	Maria is a(n) _		of this	building, and	she lives on the 15th	floor.
3.		was	i	n his car had	to be pulled out of it	by emergency
	workers.					
4.	After the plane	e was forced to	fly through a	a very bad sto	orm, many passenger	s said the
	experience wa	as				
5.	When the poli	ce want to get i	nformation f	rom suspects	, they watch how the	suspects
	to certain questions.					
6.	We should		the prob	lem in the fac	tory and see if we ca	n find out the cause
	of it.					

Aiming High 3 Unit 3

Dialogue Practice

Making a complaint

A Work with a partner. Discuss the following questions.

- 1. What are some things you would find it necessary to complain about if you were working for a company?
- 2. Do you think complaining about things will help you get what you want?
- 3. What are some things you should avoid doing when you are making a complaint?

B Now listen to two short dialogues.



Dialogue 1

Employee A: It's frustrating working with our new supervisor.

Employee B: I couldn't agree more.

Employee A: I spend a lot of my time doing unnecessary paperwork.

Employee B: That's too bad. He often makes me work overtime.



_ . . .

Employee A: I have a hard time working with this team.

Employee B: I'm sorry to hear that.

Employee A: They are always late, and the work they do has numerous errors.

Employee B: That sounds really frustrating.

C Practice the short dialogues with a partner. Replace the colored words with the words below.

Dialogue 1

contract manager / director

She often makes a lot of unrealistic demands. / I need to attend many meetings requested by him. Most of my challenges are to meet her unreasonable deadlines. / He never listens to what I'm trying to say.

Dialogue 2

They take full credit for the work they didn't do. / I have to spend a great deal of time proofreading the material.

I strongly suggest that you talk to your supervisor about that. / You need to be diplomatic when you speak to them.

Further Listening

Listening for complaints about goods and services

[18] ▲ Listen and check (✔) the items mentioned in the conversation.



B Listen again and choose the correct answer for each question.

- 1. What is the man's problem?
 - a. The television is out of order.
- b. He lost his wallet.

d. Facilities are not working properly.

- c. He wants a cushion.
- 2. How long has the man stayed at the hotel?
 - a. One day
- b. Two days
- c. Three days
- d. Four days

- 3. What does the woman offer?
 - a. A free meal
- b. To change his room
- c. To call a doctor
- d. To change the hotel

Writing

People communicate in writing in many different ways today, and one of the most popular is via email. Unlike writing letters by hand, emails tend to be more conversational. Depending on the type of email you are writing, though, it is important to follow some rules.

First, know your audience. If you are writing to a close friend, most rules won't matter. However, if you are writing a formal business email, follow all the rules you would as if you were writing an actual letter.

- 1. Keep the email brief and to the point.
- 2. Use polite language.
- 3. Check for spelling and grammar mistakes.
- 4. Give the best description of your purpose in the subject line of the email.

Look at the following example:

To: i smith@business.com

From: m jensen@mymail.com

Subject: New price list

Dear Mr. Smith.

I am interested in purchasing some clothing from your online store. I noticed the prices are not listed on some items shown, however. Please email me either a complete price list or at least the prices of the items listed below.

1. Grey wool sweater (by D.D. Bean)

- 2. Silk ties (by the designer Joelle)
- 3. Cashmere sportcoats (by Brooks and Banks)

I appreciate your attention to this matter.

Sincerely,

Mary Jensen

Now, practice writing an email to a travel agency to get information about their nature tours in South America.

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