

# Contents

---

---

|                                             |     |
|---------------------------------------------|-----|
| Unit 1. Sectors of the economy . . . . .    | 7   |
| Unit 2. Setting up a business . . . . .     | 14  |
| Unit 3. Company structure . . . . .         | 27  |
| Unit 4. Management. . . . .                 | 37  |
| Unit 5. Business communication . . . . .    | 50  |
| Unit 6. Recruitment and selection . . . . . | 59  |
| Unit 7. Motivation . . . . .                | 71  |
| Unit 8. Earning a living . . . . .          | 81  |
| Unit 9. The market. . . . .                 | 95  |
| Unit 10. Market research . . . . .          | 104 |
| Unit 11. Production . . . . .               | 113 |
| Unit 12. Pricing and prices . . . . .       | 126 |
| Unit 13. Advertising . . . . .              | 134 |
| Unit 14. Promotion . . . . .                | 147 |
| Unit 15. Distribution . . . . .             | 158 |
| Unit 16. Sales. . . . .                     | 168 |
| Unit 17. International trade . . . . .      | 177 |
| Unit 18. Transport . . . . .                | 187 |
| Unit 19. Globalization . . . . .            | 196 |
| Unit 20. The growth of business . . . . .   | 205 |
| Unit 21. Customer protection . . . . .      | 213 |