

SPIS TREŚCI

| | |
|------------------------------------------------------------|-----|
| Wstęp | 5 |
| CHAPTER 1 | |
| EDUCATION AND WORK: Building a career | 7 |
| 1.1. Priority pyramid and career ladder | 9 |
| 1.2. Qualifications, skills and experience | 15 |
| 1.3. Career path and personal development | 27 |
| 1.4. Employment contract | 30 |
| 1.5. Payment conditions, work environment and duties | 38 |
| Progress test | 50 |
| CHAPTER 2 | |
| COMPANY AND BUSINESS: Gaining competitive advantage | 53 |
| 2.1. Company profile, structure and performance | 55 |
| 2.2. Business environment | 65 |
| 2.3. Business organisation | 74 |
| Progress test | 80 |
| CHAPTER 3 | |
| HUMAN RESOURCES: Investing in people | 83 |
| 3.1. HR department | 85 |
| 3.2. CV and job interview | 94 |
| 3.3. Work cycle | 108 |
| 3.4. HR forms and templates | 114 |
| Progress test | 120 |
| CHAPTER 4 | |
| LAW: Keeping your nose clean | 125 |
| 4.1. Careers in law | 127 |
| 4.2. Law firm | 134 |
| 4.3. Legal documents | 139 |
| 4.4. Legal services | 154 |
| Progress test | 168 |
| CHAPTER 5 | |
| FINANCE: Doing some number crunching | 173 |
| 5.1. Personal finance | 175 |
| 5.2. Business finance | 178 |
| 5.3. Careers in finance | 189 |
| 5.4. Accounting | 192 |

| | |
|---------------------------------------------------|-----|
| 5.5. Banking | 199 |
| 5.6. Market trends | 204 |
| 5.7. Economic climate | 212 |
| Progress test | 216 |
| CHAPTER 6 | |
| INFORMATION TECHNOLOGY: Breaking new ground | 221 |
| 6.1. Information in business | 223 |
| 6.2. Careers in IT | 227 |
| 6.3. IT companies | 229 |
| 6.4. Computer world | 237 |
| 6.5. Internet world | 242 |
| Progress test | 252 |
| CHAPTER 7 | |
| LOGISTICS: Hitting the road | 255 |
| 7.1. Areas of logistics | 257 |
| 7.2. Careers in logistics | 260 |
| 7.3. Freight forwarders at work | 263 |
| 7.4. Logistics services | 267 |
| 7.5. Global logistics operations | 274 |
| 7.6. Export-import documentation | 279 |
| Progress test | 288 |
| CHAPTER 8 | |
| MARKETING: Thinking outside the box | 293 |
| 8.1. Careers in marketing | 295 |
| 8.2. Marketing business | 299 |
| 8.3. Marketing activities | 309 |
| 8.4. Consumers and marketers | 315 |
| 8.5. Advertising and Public Relations | 319 |
| 8.6. New era of marketing | 325 |
| Progress test | 333 |
| CHAPTER 9 | |
| OFFICE: Pulling your weight | 337 |
| 9.1. Office assistant careers | 339 |
| 9.2. Office atmosphere | 342 |
| 9.3. Office supplies and equipment | 345 |
| 9.4. Office work | 348 |
| Progress test | 366 |
| Answer key | 370 |
| Progress tests – answer key | 426 |
| Listening script | 430 |
| References | 459 |