

全新增修版

WORKPLACE ENGLISH

電腦互動學習軟體下載版

1. 僅適用 MS Windows 作業系統
2. 內附 MP3 音檔
3. 請見別冊封底內頁說明

# 上班族商業英語 完全攻略

A HANDS-ON COURSE FOR WORKPLACE PROFESSIONALS



## 涵蓋職場12大課程，商用英語學習者必備

從工作面試、電話溝通、開會簡報、商務寫作、出差洽公、處理訂單到商展英語等一應俱全，囊括各類實用商務職場英語。

搭配實景影片、商務書信範例，奠定職場英語聽、說、讀、寫能力。

針對課程內容設計擬真多益試題，提升商業英文競爭力。

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# PART A JOB ADS

Track 001

Fill in the blanks with the words provided. If necessary, make changes to the words.

heard about  
paid leave

knowledge  
résumé



http://www.myjobfinder.net/534

## JOB OPENING Digital Marketing Executive

BiteSizeProtein is a **start-up**<sup>1</sup> company **specializing**<sup>2</sup> in protein-based snacks that **target**<sup>3</sup> people in the 18 to 40 age **range**<sup>4</sup>. You will lead a team of three which **is responsible for** increasing brand **awareness**<sup>5</sup> through online marketing **channels**<sup>6</sup>.

### Duties

- Creating **promotional**<sup>7</sup> **campaigns**<sup>8</sup> with other **collaborators**<sup>9</sup>
- Placing ads for products (**supervising**<sup>10</sup> photo shoots and writing ad copy)
- **Conducting**<sup>11</sup> market research and finding new opportunities for collaboration
- Working on social media campaigns with design team

### Requirements

- A **bachelor's degree**
- At least three years' work experience in digital marketing
- ① \_\_\_\_\_ of Google Analytics, Adwords, and Facebook Ads Manager
- Energetic, a self-starter, and can plan independently

### What We Offer

- **Competitive**<sup>12</sup> salary
- Flexible work schedule
- 25 days' ② \_\_\_\_\_

Please e-mail a ③ \_\_\_\_\_ and cover letter to [vacancies@bitesizeprotein.com](mailto:vacancies@bitesizeprotein.com). Tell us how you ④ \_\_\_\_\_ BiteSizeProtein and why you should work for us.

## CHECK YOUR UNDERSTANDING

Answer true (T) or false (F) based on the job advertisement.

- \_\_\_\_\_ 1. The advertisement is for a position in a marketing company.
- \_\_\_\_\_ 2. The position requires working closely with others.
- \_\_\_\_\_ 3. The candidate will be expected to make planning decisions.

LANGUAGE NOTES Track 002

## WORD BANK

- start-up** [ˈstɑrt.ʌp] *n.*  
Jack's small **start-up** evolved into a successful tech company.
- specialize** [ˈspeʃə.laɪz] *v.*  
In most countries' education systems, students **specialize** more as they get older.
- target** [ˈtɑrɡɪt] *v.*  
The fast-food restaurant **targeted** young children by offering a free toy.
- range** [rɛndʒ] *n.*  
Matt is looking to buy a phone in the two to three thousand dollar price **range**.
- brand awareness** [brænd] [əˈwɛrnɪs] *n.*  
The company invested more money in social media in an attempt to increase **brand awareness**.
- channel** [ˈtʃænəl] *n.*  
Selling online has become very popular, but companies still need to pay close attention to traditional sales **channels**, too.
- promotional** [prəˈmɒʃənəl] *adj.*  
Our marketing department will create **promotional** material to advertise the new product.
- campaign** [kæmˈpeɪn] *n.*  
The government ran a **campaign** to clean up the city.
- collaborator** [kəˈlæbə.reɪtə] *n.*  
The director thanked the movie's many **collaborators** in his acceptance speech for the award.
- supervise** [ˈsupə.vaɪz] *v.*  
All of the workers needed to be **supervised** closely to make sure things were done safely in the factory.
- conduct** [kənˈdʌkt] *v.*  
The scientists **conducted** experiments to try and find a cure.
- competitive** [kəmˈpetətɪv] *adj.*  
The product's **competitive** pricing made it popular with consumers on limited budgets.

## PHRASES

## be responsible for

James is responsible for taking care of our new clients.

## FYI

## bachelor's degree



## Other Degree Titles:

- master's degree
- doctorate

## ENGLISH CORNER



## I. FILLING IN THE BLANKS

Complete the sentences with words from the box. If necessary, make changes to the words.

campaign

specialize

supervise

target

- The company must first decide who it will \_\_\_\_\_, before creating the advertisement.
- Pam's parents agreed to \_\_\_\_\_ her children while she was at work.
- We're launching a new advertising \_\_\_\_\_ to try and increase sales.
- Dan has worked in many jobs, but he \_\_\_\_\_ in working with people.





## II. THE PERFECT JOB AD

Take a look at the following job ads. Which one do you think is more effective? Why?



### *Finance Manager – Spotlight Advertising Agency*

Spotlight is looking for finance managers for its Hong Kong Office.

#### **JOB DESCRIPTION**

- Reviewing financial information
- Managing budgets
- Predicting future trends and advising on their impact

#### **JOB REQUIREMENTS**

- Finance related degree
- Several years' experience in the financial field
- Analytical mind with good interpersonal and negotiation skills, business sense, and a keen eye for detail

#### **SALARY**

- \$45,000-\$50,000 per year

E-mail a résumé and cover letter to [john@spotlight.com](mailto:john@spotlight.com)

### *AdInsight is now hiring account managers.*

We provide a range of advertising services to our clients.

We have a pleasant working environment

Priority will be given to those with experience in marketing.

Send an application to [hr@adinsight.com](mailto:hr@adinsight.com).



## III. DISCUSSION

Look at the first job ad in Part II. Which of the following duties do you think the job would probably / probably wouldn't involve? Explain your reasons to a partner.

- |    |                                                |
|----|------------------------------------------------|
| A. | Managing staff salaries                        |
| B. | Reading accounting documents                   |
| C. | Financial planning                             |
| D. | Programming financial software                 |
| E. | Making suggestions about changes in the market |
| F. | Writing profit & loss statements               |

# PART B COVER LETTER

Track 003

Read the following cover letter and select the best answer for each blank.

**Nate Mason**

18 Pickard Drive

Fort Worth, TX, 77383, USA

Cell: +1 815-393-9265

masonstyle94@gmail.com

Dear Sir/Madam,

I read your ① for the position of Digital Marketing Executive on MyJobFinder.net with interest. Your company seems like an exciting place to work, and I am ② in joining a start-up because I want to be in a **dynamic<sup>1</sup> atmosphere<sup>2</sup>** with the potential for fast growth. Furthermore, the position would be a natural step-up for me, and I find the **benefits package attractive<sup>3</sup>**.

I have a Bachelor of Arts degree in Marketing, and five years' experience as a digital marketing assistant. During this time, I have also been hosting my own **podcast<sup>4</sup>**. It's called "What Nate Says". I do it twice a week, and each **episode<sup>5</sup> generates<sup>6</sup>** an average of 3,000 **streams<sup>7</sup>**. ③ I **undertook<sup>8</sup>** several months of market research. After it began running, I learned how to **analyze<sup>9</sup> the statistics<sup>10</sup>** related to my business ④ improve its quality and keep giving my audience what they want. I also run social media accounts for my podcast, which **combined<sup>11</sup>** have over 15,000 followers. I believe this is what **gives me the edge** as a **candidate<sup>12</sup>** for the position.

Thank you for your time. I look forward to ⑤ from you.

Sincerely,

*Nate Mason*

- \_\_\_\_\_ 1. **A** warning  
**B** sign  
**C** notice  
**D** note
- \_\_\_\_\_ 2. **A** interesting  
**B** interested  
**C** surprising  
**D** surprised
- \_\_\_\_\_ 3. **A** Given that I have so many followers,  
**B** When I set this podcast up,  
**C** Taking this into consideration,  
**D** When I first noticed your advertisement,
- \_\_\_\_\_ 4. **A** in regard to  
**B** due to  
**C** in addition to  
**D** in order to
- \_\_\_\_\_ 5. **A** hearing  
**B** heard  
**C** hear  
**D** hears



# LANGUAGE NOTES Track 004

## WORD BANK

- dynamic** [daɪˈnæmɪk] *adj.*  
Most start-up companies operate in **dynamic** environments, which makes long-term planning difficult.
- atmosphere** [ˈætmos.fɪr] *n.*  
Irene enjoyed her job because the **atmosphere** in her office was very warm and comfortable.
- attractive** [əˈtræktɪv] *adj.*  
The client said it was an **attractive** offer, but he still wanted to take time to think about it.
- podcast** [ˈpɒd.kæst] *n.*  
The author appeared on several TV shows and **podcasts** to discuss the release of her new book.
- episode** [ˈɛpə.sɒd] *n.*  
Tammy watches every **episode** of her favorite TV show every Tuesday and Wednesday night at 7 p.m.
- generate** [ˈdʒɛnə.reɪt] *v.*  
In addition to selling products online, the company has many other ways of **generating** income.
- stream** [stri:m] *n.*  
Some songs on Spotify have hundreds of millions of **streams**.
- undertake** [ˌʌndəˈtek] *v.*  
We have decided to **undertake** a market research project to determine the demand for this product.
- analyze** [ˈænə.laɪz] *v.*  
During the meeting, the team spent over two hours **analyzing** the graphs.
- statistics** [stəˈtɪstɪks] *n.*  
New **statistics** show that crime in the area has gone down.
- combine** [kəmˈbaɪn] *v.*  
The museum **combines** classic and modern art.
- candidate** [ˈkændə.dət] *n.*  
Picking someone for the job was difficult, as there were several impressive **candidates**.

## PHRASES

### give sb. the edge

Frank's extensive experience enables him to keep calm under pressure, and **gives him the edge** over his opponents.

## FYI

### Benefits Package vs Compensation Package

	<b>Benefits package</b> <i>non-monetary based or indirect pay</i>	<b>Compensation package</b> <i>monetary based or direct pay</i>
<b>Often includes</b>	health insurance workers' compensation ( <i>insurance</i> ) stock options paid vacation retirement plans	salary bonuses commission



# ENGLISH CORNER



## I. FORMATTING A COVER LETTER



### Greetings

Known recipients	Unknown recipients
<ul style="list-style-type: none"> <li>• Dear Mr./Ms. Smith,</li> </ul>	<ul style="list-style-type: none"> <li>• To whom it may concern,</li> <li>• Dear Sir or Madam,</li> </ul>

### How to start

I am writing	in response to in regard to in reference to concerning	your advertisement.
I'd like to apply for the position	listed posted advertised	on your website. in the <i>New York Mail</i> on June 28 <sup>th</sup> . on <a href="http://www.jobscout.com">www.jobscout.com</a> .

### Ending a cover letter

- Thank you for considering my application.
- I appreciate you taking the time to read my application.
- I look forward to hearing from you shortly.

### Complimentary close

Formal	Personal
<ul style="list-style-type: none"> <li>• Yours faithfully,</li> <li>• Yours sincerely,</li> <li>• Respectfully yours,</li> </ul>	<ul style="list-style-type: none"> <li>• Regards,</li> <li>• Best regards,</li> <li>• Kind regards,</li> </ul>

### Enclosures

Number of attachments
<ul style="list-style-type: none"> <li>• 1 Enc.</li> <li>• Encs. (3)</li> <li>• Attachments: 2</li> </ul>



## PART C

## RÉSUMÉS

Track 005

Fill in the blanks with the words provided. If necessary, make changes to the words.

ad campaigns  
undertaking

running  
work experience



## Nate Mason

18 Pickard Drive  
Fort Worth, TX, 77383, USA

Cell: +1 815-393-9265  
masonstyle94@gmail.com

① \_\_\_\_\_

• **whatnatesays.com** (March 2015-Present)

Owner (Self-employed<sup>1</sup>)

② \_\_\_\_\_ my own content creation company, focused **primarily**<sup>2</sup> on podcasting

③ Growing a podcast **from the ground up**

④ Marketing my business **globally**<sup>3</sup>

⑤ Building and **maintaining**<sup>4</sup> a loyal customer base<sup>5</sup>

• **VRZN Media Group** (April 2017-April 2021)

Digital Marketing Assistant

⑥ Executing various marketing and ⑦ \_\_\_\_\_ for **established**<sup>6</sup> industry leaders

⑧ \_\_\_\_\_ market research projects and creating statistical analysis reports

### Education

University of Texas — Austin

Bachelor's Degree in Marketing (3.70 GPA)

### Skills

(Hard) Computer **programming**<sup>7</sup> (JavaScript, Python)

Software (Lightworks, Photoshop, Dreamweaver, SurveyMonkey, Typeform),

Google Adwords **Certification**<sup>8</sup>

(Soft) **Reliable**<sup>9</sup>, hardworking, self-starter, good communicator, **detail-oriented**

### References

Available upon request



## CHECK YOUR UNDERSTANDING Track 006

Listen and choose the correct answers based on the résumé.

- |                                     |                                         |
|-------------------------------------|-----------------------------------------|
| _____ 1. Ⓐ Good communication skill | Ⓑ The ability to build customers        |
| Ⓑ Setting up a company abroad       | Ⓒ Creating statistical analysis reports |
| _____ 2. Ⓐ 1 year                   | Ⓑ 3 years                               |
| Ⓑ 4 years                           | Ⓒ 5 years                               |
| _____ 3. Ⓐ Business Management      | Ⓑ Computer Programming                  |
| Ⓑ Digital Marketing                 | Ⓒ Marketing                             |

## LANGUAGE NOTES Track 007

### WORD BANK

- self-employed** [ˈselfɪmˈplɔɪd] *adj.*  
Beth likes being **self-employed** because it gives her more freedom.
- primarily** [ˈpraɪˌmerəli] *adv.*  
Our business focuses **primarily** on sports goods, but we have recently moved into the luxury clothing market as well.
- globally** [ˈɡlobəli] *adv.*  
We are known **globally** for engineering some of the most reliable cars in the world.
- maintain** [meɪˈten] *v.*  
We made record profits in the first quarter, and the challenge now is to **maintain** or exceed that.
- customer base** [ˈkʌstəmə] [ˈbes] *n.*  
Companies are investing more in online advertising to build their **customer bases**.
- established** [əˈstæblɪʃt] *adj.*  
Nike is an **established** and successful sportswear brand.
- programming** [ˈproɡræmɪŋ] *n.*  
On the computer science course, students study **programming** languages such as JAVA, Python, and C++.

- certification** [ˌsɜːtəfəˈkeɪʃən] *n.*  
It is illegal to fly a private plane without the correct **certification**.
- reliable** [rɪˈlaɪəbəl] *adj.*  
My computer is very **reliable**. I've had it eight years and it still never gives me any problems.

### PHRASES

#### from the ground up

Julian, who is now the boss of the company, started working here as a sales clerk and learned the business **from the ground up**.

### USAGE TIPS

#### detail-oriented

*This is commonly used in work and academic situations to describe a person who pays close attention to detail and tends to be accurate in their work.*

Sam is a **detail-oriented** person, who always double-checks his work to make sure there are no errors.



## ENGLISH CORNER



### I. RÉSUMÉ VOCABULARY

Match the words from the box with their synonym. Some of the words may be used more than once.

accurate	apply	assist	develop	diligent	efficient
employ	execute	expand	flexible	reliable	undertake

#### Verbs

1. make = \_\_\_\_\_
2. grow = \_\_\_\_\_ / \_\_\_\_\_
3. help = \_\_\_\_\_
4. do = \_\_\_\_\_ / \_\_\_\_\_
5. use = \_\_\_\_\_ / \_\_\_\_\_

#### Adjectives

6. hard-working = \_\_\_\_\_
7. fast/good = \_\_\_\_\_
8. dependable = \_\_\_\_\_
9. adaptable = \_\_\_\_\_
10. detail-oriented = \_\_\_\_\_



### II. RÉSUMÉ ESSENTIALS

Look at the following information. Are these items necessary for a résumé? Put a check (✓) if yes, a cross (X) if no, and a triangle (Δ) if you think it is optional.

- |                                              |                                                 |                                                |
|----------------------------------------------|-------------------------------------------------|------------------------------------------------|
| <input type="checkbox"/> Contact information | <input type="checkbox"/> A physical description | <input type="checkbox"/> Hobbies and interests |
| <input type="checkbox"/> Work samples        | <input type="checkbox"/> Specialist skills      | <input type="checkbox"/> A photo               |
| <input type="checkbox"/> Job experience      | <input type="checkbox"/> Personal goals         | <input type="checkbox"/> Work references       |



### III. A LETTER OF RECOMMENDATION

A letter of recommendation is received by someone who is considering hiring a job applicant. It is written by someone who is qualified to comment on the applicant's previous work or academic performance.

Dear Ms. Thornbury,

I am writing in reference to Nate Mason.

As Marketing Manager at VRZN, I worked with Nate for four years. During his time at VRZN, I found Nate to be extremely hardworking and reliable. Nate is a problem solver and an efficient worker. He is an independent individual who pays close attention to detail, and has the critical thinking skills necessary to succeed in the constantly changing world of digital media.

While at VRZN, Nate not only carried out his prescribed duties to a high level, but he would constantly provide suggestions that would occasionally lead to us securing new clients. One example of this was a project he worked on for the streaming service, Melodee. Nate carried out thorough research into podcasts on the platform and reached out to alert them of our services. Within weeks we had secured two new clients that we are still working with. It is for these reasons that I would highly recommend Nate for the position in question.

Yours sincerely,

*Harry Small*

Marketing Manager

VRZN Media Group