

• • • INTRODUCTION • • •

Business as Usual: An Integrated Approach to Learning English is a situational, dialogue-based course for intermediate students of English as a Foreign Language. As the title suggests, this text focuses on business English usage with an emphasis on everyday, useful expressions used in a variety of business situations. These elements will aid the student of business English in mastering the language as it is actually spoken. The text is packed with expressions and situations that are current with modern-day American business culture and language use.

This conversation-based text challenges students to analyze the meaning of language through carefully designed student-centered activities that focus on the four skills of listening, speaking, reading, and writing. In addition, a fifth skill—the cultural dimension of language—is included within the language notes found at the bottom of each page of the main dialogue and in a cross-cultural essay at the end of each lesson. The notes explain the customs and traditions of the actual language used in more specific detail and the essay amplifies a cultural aspect contained within the lesson's main dialogue. The content of each lesson is not only practical in nature, but also showcases the language that is used on a daily basis by American businesspeople throughout the United States.

The exercises in each lesson are divided into seven sections:

1. **DIALOGUE** — presents the lesson's main theme via a situational dialogue using a recording. Students note the numbered phrases and expressions delineated below while listening to the dialogue, and then, by reading the dialogue. The notes are included in the back of the textbook in Japanese for students who wish to check the meaning of the explanations further, or for students whose levels are such that additional explanation in their native language is necessary. Students are encouraged, however, to try to understand the meaning in English first before resorting to the Japanese notes.
2. **COMPREHENSION QUESTIONS** — require a basic understanding of the dialogue by asking questions that test deductive skills. This section features a short-answer format where students fill in the information from the main reading.

3. **MATCHING** — allows students to "match" the lesson's vocabulary phrases with appropriate responses. This also tests the students' understanding of the material by challenging them to select an answer based on context.
4. **MINI-DIALOGUES** — incorporate the new vocabulary and phrases from the main dialogue in three mini-conversations. This cloze activity requires the students to first listen to the dialogues and fill in the missing vocabulary, then to role-play the dialogues with a partner (or read them aloud with a partner).
5. **PAIRWORK-PRACTICE** — gives students an opportunity to work in pairs to rearrange the conversation. After rearranging the sentences into logical order, students then practice by saying the dialogues with a partner. Occasionally, a short essay with missing vocabulary words is used in this section. Students must fill in the appropriate items from a list.
6. **AMERICAN BUSINESS CULTURE** — focuses on the differences and similarities between American and Japanese business cultures. Each lesson's reading concentrates on one aspect of culture that was mentioned in the lesson, followed by three comprehension questions to aid the student in understanding the context.

Business as Usual places great emphasis on teaching students to use the language presented in everyday, practical, and natural business situations. The activities are designed to build confidence in using American business English actively, rather than being a passive recipient. Students who use this textbook will take an active role in improving their English skills by learning to express themselves in English that will serve them well when speaking to native English speakers, traveling to foreign countries, or meeting business colleagues.

[マークの説明]



学生用CDマーク：テキスト付属のCDに収録されております。



授業用CDマーク：授業用CD（別売）に収録されております。

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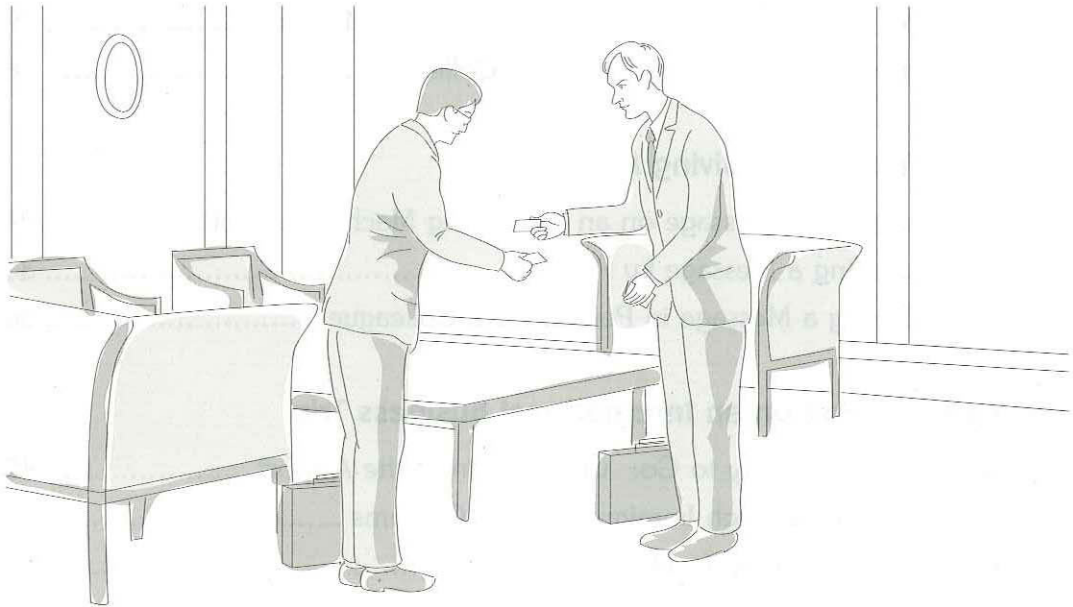
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Lesson 1

INTRODUCING YOURSELF TO A BUSINESS COLLEAGUE



1

Dialogue

With Self-Study
CD

1-2

CD

Disk 1-02

Listen to the dialogue and note the numbered expressions.

(meeting a business colleague for the first time in a hotel lobby)

Mr. Ono: Excuse me, you wouldn't happen to be Mr. Davis, would you?¹

Mr. Davis: Why yes, I am.² You must be Mr. Ono of Tokyo Textiles.

Mr. Ono: Yes, that's right. It's a pleasure to meet you,³ sir.⁴

(they shake hands)

Mr. Davis: It's a pleasure to meet you, too. Let me give you one of my business cards. Here you go....⁵

Mr. Ono: Oh, thank you. Please...here is one of mine also.

Mr. Davis: Thank you.

Mr. Ono: I hope you weren't waiting long.⁶

Mr. Davis: No, not at all. I just arrived myself a few moments before you did...⁷ Ah, I see you are the Senior Sales Representative for the Midwest Division.

Mr. Ono: Yes. As you can see on my card, our regional office is based in Indianapolis, Indiana. This is my third year to work at that office. By the way,⁸ thank you very much for agreeing to meet me here today.

Mr. Davis: No,⁹ it's my pleasure. I am glad that our schedules allowed us the opportunity to meet up¹⁰ today.

¹ *Excuse me, you wouldn't happen to be Mr. Davis, would you?* = this is a very polite way to ask a stranger who he/she is if you are unsure; the tag question makes it more polite. [e.g. A: Pardon me, you wouldn't happen to know a Ms. Straber, would you? B: Yes. That's her standing over there...next to the door.]

² *Why yes, I am.* = the 'why' used here is not a question, but a conjunction used as a filler word in his initial response. [e.g. A: Are you going to the opera tomorrow? B: Why yes, I am. Why do you ask?]

³ *It's a pleasure to meet you.* = this phrase is used when meeting someone for the first time. Also, people will often say: "It's nice to meet you." The person responding simply says: "It's a pleasure to meet you, too." (or, "It's nice to meet you, too.")

⁴ *sir* = this is the polite way to address a gentleman (especially if he is older than you). When addressing a woman, the polite address is: Ma'am.

⁵ *Here you go...* = this phrase is often said when handing something to someone. [e.g. A: May I borrow a piece of paper? B: Sure. Here you go.]

⁶ *I hope you weren't waiting long.* = Since Mr. Ono had asked Mr. Davis to meet him, and

because he arrived after Mr. Davis did, he used this phrase to show his concern for perhaps wasting Mr. Davis' time.

⁷ *No, not at all. I just arrived myself a few moments before you did.* = Mr. Davis replied with this phrase to help put Mr. Ono at ease. It is likely that Mr. Ono was on time, but Mr. Davis was early. Since Mr. Davis wasn't angry, he responded in a friendly manner and made an explanation to Mr. Ono.

⁸ *By the way...* = Mr. Ono politely wanted to shift the direction of the conversation from him back to Mr. Davis by introducing a new topic; in this case, he wished to thank Mr. Davis for meeting him. [e.g. A: It's been a long time since we have met. B: It has been a long time. By the way, are you free for lunch tomorrow?]

⁹ *No, ...* = this 'no' is placed here to say: "No, you don't have to thank me...it's my pleasure." Often, English speakers will shorten their utterances when the intention of the words is clearly understood.

¹⁰ *to meet up* = when a scheduled meeting is set in advance, often people will use this phrase to refer to the meeting rather than just saying simply 'to meet.' [e.g. It was so nice to meet up with my old high school friends at the reunion.]

2

Comprehension Questions

Answer the following questions with short answers from the dialogue.

1. Which of the two people had asked the other one to meet?

2. What is Mr. Ono's company called?

3. Did Mr. Davis have to wait for a long time for Mr. Ono to arrive?

4. What is Mr. Ono's job title?

5. How long has Mr. Ono worked in Indianapolis, Indiana?

3

Matching

Match the best combination of sentences from Column A and B.

COLUMN A	COLUMN B
<ul style="list-style-type: none"> • Do you have a car? • Do you have a pen? • Do you have a headache? 	<ul style="list-style-type: none"> - Here you go.
<ul style="list-style-type: none"> - I hope you weren't waiting long. 	<ul style="list-style-type: none"> • No, she hasn't arrived yet. • Yes, I arrived later than you. • Actually, I just arrived myself.
<ul style="list-style-type: none"> • Have you met my friend, Bret? • I haven't met you yet, have I? • It's a pleasure to meet you. 	<ul style="list-style-type: none"> - It's nice to meet you, too.
<ul style="list-style-type: none"> - Thank you for helping me today. 	<ul style="list-style-type: none"> • Not at all, it was my pleasure. • No, I didn't help today. • Actually, I am not helping you.

4

Mini-Dialogues

Disk 1-03

Listen and fill in the blanks and then role-play the dialogues with a partner.

A: Hello, you must be Ms. Woods. Allow me to () myself. I'm Koji Tanaka. It's a () to meet you.

B: It's a pleasure to meet you, too. Let me give you my card. () () ()... .

A: Thank you, ma'am. And here's my ().

B: Oh, I see you're () the New York office.

A: Yes, that's (). I recently transferred there from Tokyo. () () (), thank you for meeting me today. I know how busy you must be... .

B: () () (), it's my pleasure.

A: Excuse me, you wouldn't happen to be Mr. Ishii, () () ?

B: () (), I am. You must be Ms. Douglas from the regional office.

A: Yes, sir. () (). I'm so happy to meet you, finally.

B: It certainly is a pleasure () () you, too.

A: I hope you weren't () ()... .

B: No, not at all. Actually, I came a () () to read the information you had sent me for this meeting.

A: () () to introduce myself. My name is Sam Johnson.

B: () () to meet you, Mr. Johnson. I am Ken Nakai.

A: Let me give you my () ()...here you go.

B: Thank you. I must apologize. I haven't had a () to have any cards made yet. I just arrived from Osaka yesterday... .

A: () () My e-mail address and my phone number are on my card. Please send me a () or call with your contact number so that I can reach you.

B: Absolutely. I'll be sure to do that as soon as I return to my () ().

5

Pairwork Practice

Rearrange the sentences to make a conversation, then practice the conversation with a partner.

Conversation A

- _____ It's nice to meet you, too. Have you been waiting long?
- _____ Excuse me, you wouldn't happen to be Ms. Kimi Nagawa, would you?
- _____ Oh, it's outside of the city, near the airport..
- _____ Why yes, I am. You must be Mr. Smith. It's nice to meet you.
- _____ No, not at all. I just arrived here myself a few moments ago. By the way, where is your office located?
- _____ It certainly is.
- _____ That sounds convenient.

Conversation B

- _____ Thank you. And here's my card.
- _____ You must be Mr. Ikura from the Tokyo office.
- _____ O.K., Kevin. By all means, please call me Kenji. Let me give you my business card.
- _____ Yes, that's right. And you are...?
- _____ Mr. Ikura, please call me Kevin.
- _____ It's nice to meet you, Mr. Paine.
- _____ Oh, I'm sorry. Allow me to introduce myself. I'm Kevin Paine of the San Francisco branch of the company.

Business Card Culture in America and Japan



1-3



Disk 1-04

The exchange of business cards between colleagues and business contacts is a time-honored tradition in both America and Japan. The business card is viewed in both cultures as an important tool to gain valuable information about the person from whom it was received. The emphasis, however, placed upon the exchange of cards regarding status and respect is quite different between the United States and Japan.

The custom of exchanging business cards tends to be much more casual in the United States than it is in Japan. For instance, when business cards are exchanged during a business meeting in America, the American businessperson may only glance briefly at it before placing it in his/her briefcase or pocket. A Japanese businessperson, on the other hand, will most likely offer his/her card and accept the other person's business card with both hands; he/she will then study the other person's card for a bit before respectfully placing it down in front of him/her on the table. Only after the meeting is finished will the Japanese businessperson quietly put it away.

This cultural difference can be offensive to Japanese professionals doing business in the U.S. They may feel as though their American counterparts have no interest in their position in the company. This is quite the contrary. Americans do value these aspects and will take note of them later, in private. American businesspeople believe in the importance of treating everyone equally and with utmost respect, regardless of their age, position, or title. So, it is often common for an American to put more effort in the face-to-face aspect of the meeting, rather than trying to decipher a person's credentials and status via a business card.

Americans value greatly first impressions and wish to make a good impression on the other person. Especially in business situations, Americans will often try to initiate the conversation first, offering the majority of the information on the business card orally, in order to put the other person at ease. Americans view too much silence when meeting another person as a sign of not being interested, and hence try to avoid it at all costs.

Answer the following questions using information found in the essay.

1. How is the business card viewed in both cultures?

2. What cultural differences can be offensive to Japanese professionals doing business in the United States?

3. How do Americans view silence when meeting another person?