

Business Result Upper-intermediate

Student's Book Answer Key

14 | Culture

Starting point

- 1 The expression means that when you are in another country, you should behave like the people who live there. This might include eating the same food, wearing similar clothes and respecting local customs.
- 2 Answers will vary depending on the experience and attitude of your students.

Working with words

1

Possible answers

how they greet people (shaking hands, bowing)
which gestures might be considered rude (showing the sole of your shoe in Arab countries)
some typical food dishes
their attitude to time (Do they like to be punctual or are they relaxed about time?)
whether small talk is important for relationship building (or if they like to get down to business quickly)
which topics you don't discuss (such as politics, sex, religion)
their view of work versus life (Is work more important than free time?)

2

- 1 collectivist (Korea, Colombia) and feminine (Sweden and Finland)
- 2 hierarchical (Malaysia, Indonesia) and cautious (Greece and Portugal)
- 3 risk-taking (Jamaica and Singapore)

4

- | | | | |
|-------------------------|--------------------|------------------------|-----------------------------|
| 1 <u>f</u> ormal | 4 <u>c</u> autious | 7 <u>c</u> ollectivist | 10 individual <u>i</u> stic |
| 2 hier <u>a</u> rchical | 5 <u>o</u> pen | 8 strict | |
| 3 egalit <u>a</u> rian | 6 <u>l</u> iberal | 9 <u>a</u> ccepting | |

6

- 1 The first speaker stresses the importance of researching the local culture you're doing business with. The speaker's boss sold computers in the Middle East. He was familiar with the local culture and their way of doing business. He was competing against a US company with a better and cheaper product. However, the American representative did not do business in the way people were used to. So he lost the contract.
- 2 The second speaker is describing a course in understanding the culture of the place participants are going to work in. People learn about the political system, the social structure, basic cultural norms, taboo subjects, significant cultural differences between home and host country, and work culture.

7

1 sensitive
2 adjust

3 familiar
4 aware

5 respectful
6 informed

7 used
8 tolerant

Business communication skills

1

conversation 1: 3, 5

conversation 2: 2, 3

2

1 time went by
2 That was when
3 that's
4 It wasn't until

5 due to
6 but then
7 So that was
8 So what

9 in the end
10 It came about because of

3

a 1, 2, 4, 6, 7, 9

b 5, 10

c 3, 8

Practically speaking

1

1 a book

2 TV

3 a film

2

- 1 (It's) a blockbuster. / (It's) a box office hit. / ... a star-studded cast ... / (You'll be) on the edge of your seat.
- 2 I'm completely hooked on it. / I can't miss an episode. / I tend to channel-hop. / I just like to unwind in front of ...
- 3 It's a real page-turner. / I couldn't put it down. / I've just finished ... / It's very well written.
- 4 I don't get / have much time to ... / There's a ... twist at the end. / I'd definitely recommend it. / It's set in ... / It's about ... / What I really can't stand is ...

Business Result

Language at work

1

a 6 b 3 c 2 d 4 e 1 f 8 g 5 h 9 i 7

2

was driving, was raining, was, were leaving, had, pulled, opened, realized, had left, was standing, (was) wondering, saw, stopped, changed, was leaving, wound, asked, was, could do, to thank, said, might like, arrived, was, thanking, telling, had been paid

3

1 was snowing, slept
2 was talking, sent

3 had forgotten, apologized
4 was staying, decided

5 was leaving, gave
6 had lost, wore

Case study

Discussion

1, 2

Possible responses

- 1 Problems might include: incompatibility with current hardware, that the software doesn't do all necessary operations, inability of staff to use it properly (need for training).
- 2 There is obviously a communication problem. It could be that the Malaysian bank doesn't understand the system. Refer students back to the earlier reading in this unit which outlined that Malaysian work systems tend to be very hierarchical and employees tend not to take so much responsibility. In audio 56> students also heard about avoidance of 'loss of face' which may also be an issue here.