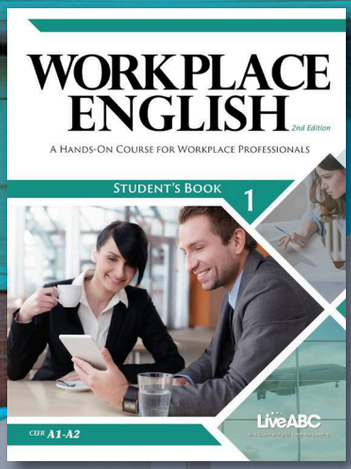
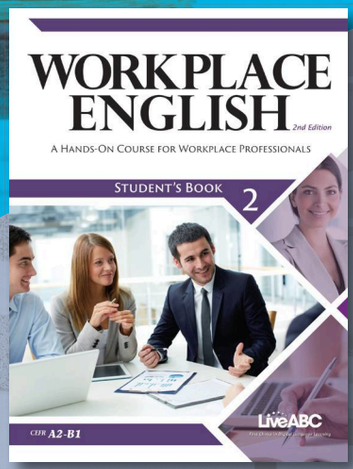
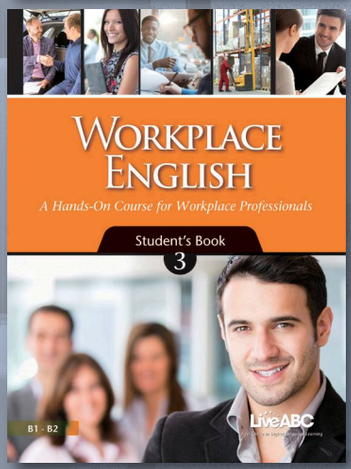
ESP | LATIN AMERICA CATALOGUE

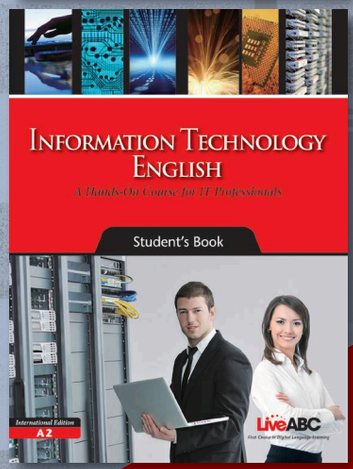
Business English

International Edition









LiveABC


Learning Is Very Easy with LiveABC.

Mission

Dear Teachers,

LiveABC Interactive English Group is a worldwide organization based in Taiwan. We employ over four hundred people and partner with a multitude of organizations across the island and around the world. Producing quality publications is a lifelong endeavor, and we are dedicated to the development of English, as well as other foreign language learning materials in both print and digital formats. Thank you for your interest in LiveABC's books and systems. If you require any further information, please do not hesitate to contact us.

Best regards,
Founder CEO
Chun Chi Chen



LiveABC Representative in Latin America
CEO of Learning Ark
Shengping Wu



Learning Is Very Easy
with LiveABC

The Leading brand in digital English learning, LiveABC is dedicated to developing and distributing language-learning solutions that are effective and enjoyable to use. By combining the advantages of technology and publishing, LiveABC provides innovative educational resources. Learning Is Very Easy with LiveABC.

Global Markets



LiveABC is the largest producer of multimedia language learning materials in Taiwan. It owns multiple sales channels and has several strategic partners.

In addition to securing the local market, LiveABC is developing overseas markets, with partners in mainland China, Hong Kong, Macau, Korea, Japan, Thailand, Vietnam, Indonesia, the USA, Mexico, and ten more countries in Latin America.

Anglia 安格國際英檢 EXAMINATIONS ENGLAND
CNN
Jリサーチ出版
McGraw Hill Education
NANMEEBOOKS
CARNEGIE LEARNING
FOCUS LEARNING
SEIBIDO SEIBIDO PUBLISHING CO., LTD
SE-ED
小学館 SHOGAKUKAN

LiveABC

Titles with Components

Category	Title	CEFR	for Students				for Teachers			
			Student's Book	Workbook	e-learning	AR App	Teacher's Guide	PPT	e-learning	AR App
• Business English	**Workplace English 2nd Edition** (Volume: 1,2)	**Book1:** A1-A2.1 **Book2:** A2-B1	√	-	√	√	√	√	√	√
	Workplace English (Volume: 3)	B1-B2	√	-	√	√	**Answer Key**	√	√	√
	Information & Technology English	A2	√	-	√	√	√	√	√	√





Workplace English



Key Features

- Interesting Discussion Topics
- Useful Dialogues and Readings
- Informative Writing Components
- Grammar Tips and Conventional Sentence Patterns
- Key Vocabulary and Phrase Explanations
- Contextual Vocabulary Reinforcement
- Helpful Reviews Segments
- Situational Workplace Videos

UNIT 1

Meeting for the First Time

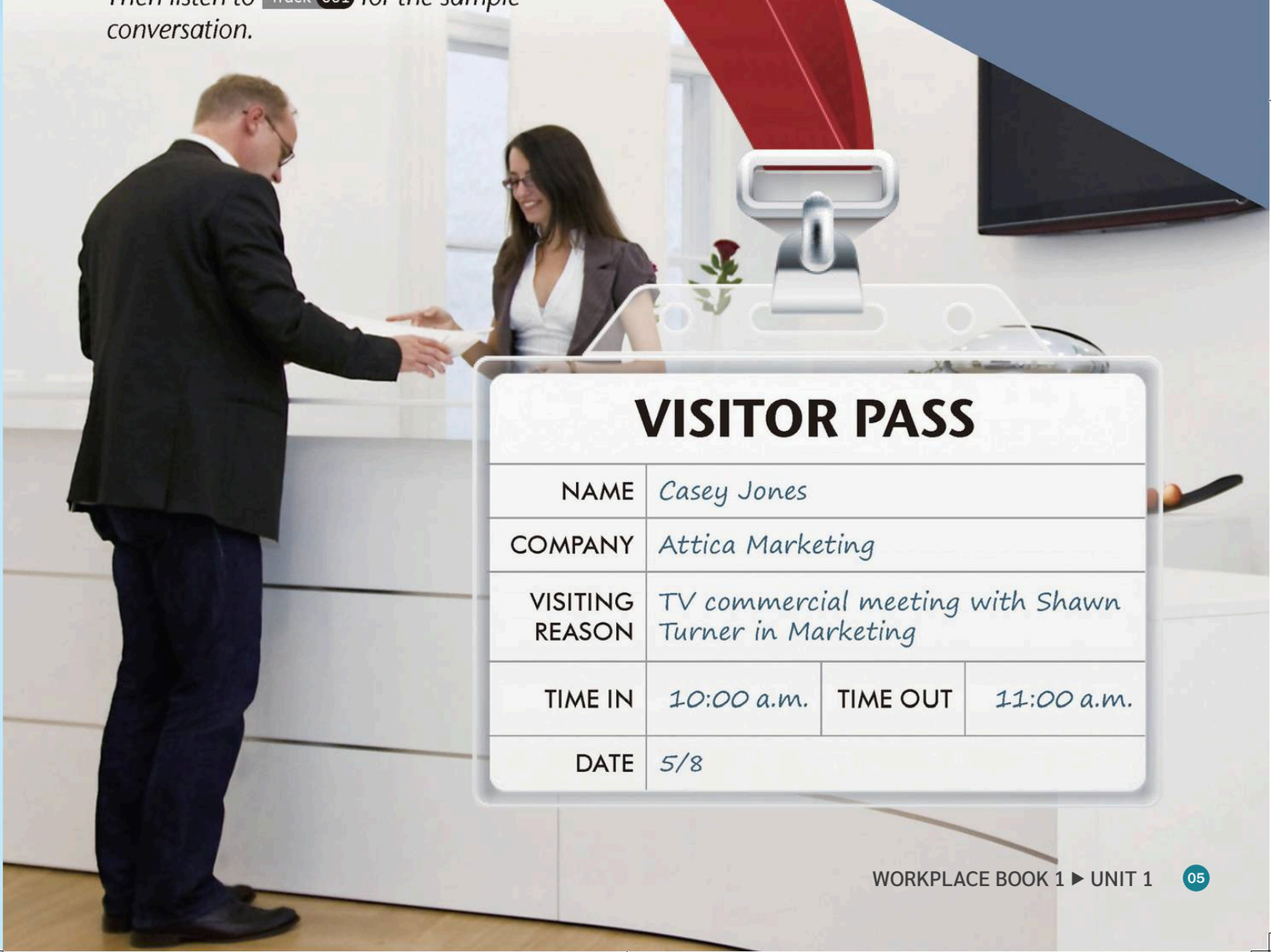
Checklist

In this unit, you'll learn about . . .

- ☐ Greeting visitors
- ☐ Making visitors feel welcome
- ☐ Making introductions and getting started

WARM-UP

Work with a partner. Look at the visitor pass, and role play a short conversation between an office visitor and a receptionist. Then listen to Track 001 *for the sample conversation.*



VISITOR PASS

NAME	Casey Jones		
COMPANY	Attica Marketing		
VISITING REASON	TV commercial meeting with Shawn Turner in Marketing		
TIME IN	10:00 a.m.	TIME OUT	11:00 a.m.
DATE	5/8		

PART A AT RECEPTION Track 002

Listen to the conversation. Then, fill in the blanks with the words below.

for a meeting	have your names
must be worn	visitor form



*A couple of guests walk through an **entrance**[1] into the **reception**[2] area of a large company.*

Receptionist: Hi there. How may I help you?

James: We're here **on behalf of** The Klein Group. We have an **appointment**[3] with Ms. Farmar at 10:30.

Receptionist: OK. Could I ①_____, please?

James: I'm James Davis and this is Emma Smith.

Receptionist: Great. I just need you to **fill out** this ②_____ for **security**[4] **purposes**[5]. Please write your full names, company, telephone number, and purpose of the meeting.

James: Sure. No problem.

*(The receptionist calls Ms. Farmar **while** the guests **complete**[6] the form.)*

Receptionist: Hi, Josephine. I'm with James Davis and Emma Smith from The Klein Group. They're here ③_____ with you at 10:30. *(Pause)* Yes, OK. Will do. Thanks. *(**Hangs up** the phone)*

I've got a couple of **identity**[7] **badges**[8] for you which ④_____ at all times. **Here you are.** Please take a seat over there, and Ms. Farmar will be with you shortly.

CHECK YOUR UNDERSTANDING Track 003

Listen and choose the correct answers based on the conversation.

_____ 1. Ⓐ To join a training course Ⓑ To give a presentation Ⓒ To have an interview Ⓓ To have a meeting

_____ 2. Ⓐ It is for booking a room. Ⓑ It is for security. Ⓒ It is the law. Ⓓ It's The Klein Group's policy.

_____ 3. Ⓐ Guests cannot take them off. Ⓑ Guests are allowed to take them off later. Ⓒ Details must be written on them. Ⓓ Information must not be changed.

LANGUAGE NOTES Track 004

WORD BANK

1. **entrance** [ˋɛntrəns] *n.*
   I'll meet you at the building's **entrance** in five minutes.

2. **reception** [rɪˋsɛpʃən] *n.*
   When you get to the office, ask for Mr. Haynes at **reception**.

3. **appointment** [əˋpɔɪntmənt] *n.*
   Mark checked his calendar before making an **appointment**.

4. **security** [sɪˋkjʊrətɪ] *n.*
   Donald thinks that home **security** is very important.

5. **purpose** [ˋpɜpəs] *n.*
   The **purpose** of this meeting is to solve our problem.

6. **complete** [kəmˋplit] *v.*
   We will **complete** the project by Friday.

7. **identity** [aɪˋdɛntətɪ] *n.*
   To get into our building, you have to show your **identity** card.



8. **badge** [bædʒ] *n.*
   Neal left his name **badge** at home, which caused him trouble getting into the meeting.

PHRASES

on behalf of
On behalf of the board and CEO of Unicorp, I welcome all of you.

fill out
Fill out this form and give it to the receptionist when you're done.

hang up
Frank was so angry that he **hung up** the phone.



USAGE TIPS

Here you are.
Often said when handing something over to someone. You can also say "Here."/"Here it is."/"Here you go."

A: Could you pass me the pen, please?
B: **Here you are**.

SENTENCE PATTERNS

S. + V. while S. + V.

• John fell asleep **while** he was in a meeting.

ENGLISH CORNER

I. MATCHING

Write the letters of the correct responses next to the questions or statements.

Question/Statement	Response
_____ 1. Hi, how may I help you?	Ⓐ I'm Dave Thomas and this is Jill Foster.
_____ 2. Could you tell me your names?	Ⓑ Sure. No problem.
_____ 3. Please sign here.	Ⓒ Over there by the magazines is fine.
_____ 4. Where should we wait?	Ⓓ We're here representing Berg Group.

II. USEFUL EXPRESSIONS

Listen to Track 005*, and practice saying the sentences below.*

Greetings

Good morning/afternoon/evening.

Hello.

Hi.

Hey.

Asking for someone's name

Can I have your name, please?

Would you please give me your name?

What is your name?

Who is speaking?

Asking what someone needs

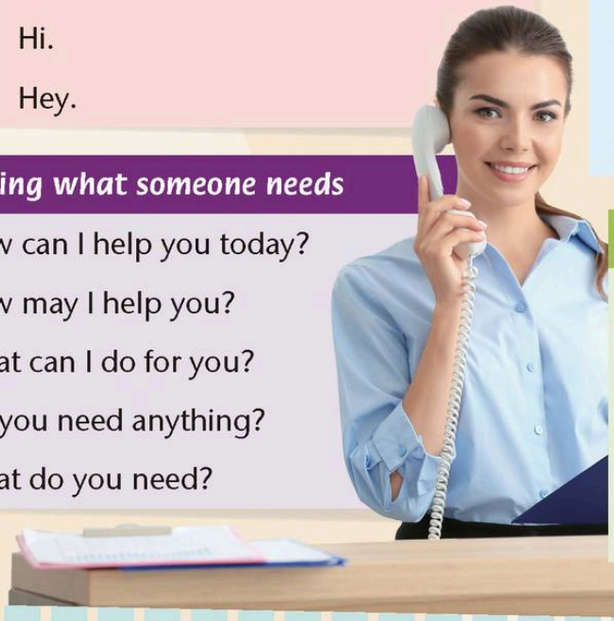
How can I help you today?

How may I help you?

What can I do for you?

Do you need anything?

What do you need?



Asking someone to do something

Could you please *(fill out this form)*?

Would you mind *(giving me your ID)*?

Can I get you to *(sign your name)*, please?

Please take a seat over there.

Please *(follow me)*.

ROLE PLAY

Create a conversation. Take turns being the Receptionist and Visitor. Then listen to Track 006 *for the sample conversation.*

Receptionist:	Hello. How can I help you?
Visitor:	Hello. I have an appointment with Mr. Truman at 3 p.m.
Receptionist:	*(Ask the visitor for his/her name.)*
Visitor:	Yes. I'm *(name)* from *(company)*.
Receptionist:	*(Ask the visitor to complete a security form.)*
Visitor:	OK. Here you are.
Receptionist:	All right. Let me take you to Mr. Truman.



UNIT 1
Looking for a Job

Checklist

In this unit, you will learn about . . .

- Browsing job ads
- Writing cover letters
- Putting together résumés

WARM-UP

Below are five major job types. Which one do you think you are most suited to considering your personality? Check (✓) your answer and discuss your reasons with a partner.



☐ **Service Work:**
clerks, advisors, secretaries, agents, waiters, teachers . . .



☐ **Routine Work:**
factory workers, operators, warehouse staff, data entry assistants . . .



☐ **Creative Work:**
artists, writers, designers, engineers, fashion designers . . .

JOBS



☐ **Sales Work:**
sales managers, sales representatives, business development reps, sales support reps, sales consultants . . .

☐ **Other(s):**
_____
_____



☐ **Strategic Work:**
market analysts, marketing coordinators, advertising specialists, finance managers, social media analysts . . .

source: cpas.career.com.tw

PART A JOB ADS Track 001



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

heard about	knowledge
paid leave	résumé



http://www.myjobfinder.net/534

JOB OPENING *Digital Marketing Executive*

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

Duties

- Creating **promotional**[7] **campaigns**[8] with other **collaborators**[9]
- Placing ads for products (**supervising**[10] photo shoots and writing ad copy)
- **Conducting**[11] 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**[12] salary
- Flexible work schedule
- 25 days' ②_____

Please e-mail a ③_____ and cover letter to 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

1. **start-up** [ˋstɑrtˌʌp] *n.*
   Jack's small **start-up** evolved into a successful tech company.

2. **specialize** [ˋspɛʃəˌlaɪz] *v.*
   In most countries' education systems, students **specialize** more as they get older.

3. **target** [ˋtɑrgɪt] *v.*
   The fast-food restaurant **targeted** young children by offering a free toy.

4. **range** [rendʒ] *n.*
   Matt is looking to buy a phone in the two to three thousand dollar price **range**.

5. **brand awareness** [brænd] [əˋwɛrnɪs] *n.*
   The company invested more money in social media in an attempt to increase **brand awareness**.

6. **channel** [ˋʧænl̩] *n.*
   Selling online has become very popular, but companies still need to pay close attention to traditional sales **channels**, too.

7. **promotional** [prəˋmoʃənl̩] *adj.*
   Our marketing department will create **promotional** material to advertise the new product.

8. **campaign** [kæmˋpen] *n.*
   The government ran a **campaign** to clean up the city.

9. **collaborator** [kəˋlæbəˌretɚ] *n.*
   The director thanked the movie's many **collaborators** in his acceptance speech for the award.

10. **supervise** [ˋsupɚˌvaɪz] *v.*
    All of the workers needed to be **supervised** closely to make sure things were done safely in the factory.

11. **conduct** [kənˋdʌkt] *v.*
    The scientists **conducted** experiments to try and find a cure.

12. **competitive** [kəmˋpɛtətɪv] *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

1. The company must first decide who it will _____, before creating the advertisement.
2. Pam's parents agreed to _____ her children while she was at work.
3. We're launching a new advertising _____ to try and increase sales.
4. 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.

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.

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

Job Interview



Checklist ▸ *In this lesson, you will learn about . . .*

- ☐ Expressing yourself in a job interview
- ☐ Answering the questions in a job interview
- ☐ Job offers and job rejections
- ☐ Saying yes or no to a job

Get Ready ▸

1. *What do you need to prepare before a job interview?*
2. *What qualities do you have that employers are looking for?*
3. *How can you say no to a job offer politely?*

MP3 Track 1 | Reading | Writing | Listening | Speaking

Part A: Express Yourself

Sam is in an interview. The interviewer asks him to talk about himself.

S: Sam *I: Interviewer*

S: Good morning!

I: Good morning. Have a seat.

S: Thank you.

I: Why don't you get the ball rolling◆ by telling me about yourself?

S: My pleasure. My name is Sam Jones. I graduated *magna cum laude* from Indiana University two years ago with a major in business. I like to think of myself as a fast learner who's quick to pick things up.

I: Of course you can learn a lot in the classroom, but how did you fill the rest of your time at college? Any **extracurricular**[1] activities?

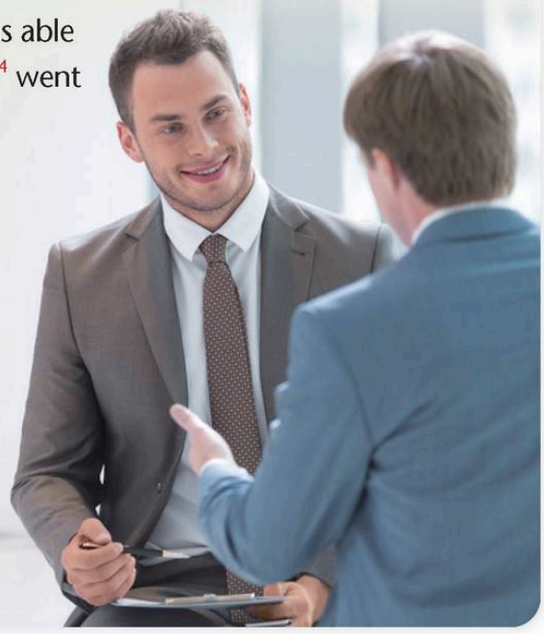
S: I'm glad you brought that up. While I was at IU, I started my own small company selling sportswear.

I: Now this is **intriguing**.[2] Please **elaborate.**[3]

S: Sure. I sold T-shirts and sweatshirts with my university's logo on them, usually at school sporting events. I also set up a website to sell my products online.

I: And was your business successful?

S: Yes! I'm proud to say that my small company was able to turn a profit. The money from this **enterprise**[4] went towards my tuition. I also learned a lot.



I: Such as?

S: I learned that I'm a self-starter and a decision-maker. As an **entrepreneur**,[5] I also discovered that my success is directly tied in to how hard I work.

I: Those are valuable lessons. We certainly like employees who aren't afraid to take the bull by the horns.◆

S: Well, I fit the bill◆ in that regard.◆

Listening Comprehension MP3 Track 2

Listen and answer the questions.

1. ☐ **a.** Outside school ☐ **b.** Fun
   ☐ **c.** Sports ☐ **d.** Educational

2. ☐ **a.** Become bigger ☐ **b.** Pay bills
   ☐ **c.** Make money ☐ **d.** None of the above

3. ☐ **a.** He prefers working alone.
   ☐ **b.** He has the qualities the interviewer requires.
   ☐ **c.** He has learned that hard work is linked to success.
   ☐ **d.** He paid for university with his company's profits.

Language Notes

Word Bank MP3 Track 3

1. **extracurricular** [ˌɛkstrəkə`rɪkjələ˞] *adj.*
   The school offered several extracurricular programs for students.

2. **intriguing** [ɪn`trigɪŋ] *adj.*
   The longer he stayed there, the more intriguing Duncan found India.

3. **elaborate** [ɪ`læbəˌret] *v.*
   My manager has asked me to elaborate on my proposal to cut company costs.

4. **enterprise** [`ɛntə˞ˌpraɪz] *n.*
   Despite several problems, Eloise was confident that her latest enterprise would be a success.

5. **entrepreneur** [ˌɑntrəprə`nɜ] *n.*
   Jim's father is an entrepreneur who has started several small companies.

Phrases

◆ **get the ball rolling**
Justine was worried that if she didn't get the ball rolling with her vacation plans, the flights might be too expensive.

◆ **take the bull by the horns**
Umberto was never scared of a challenge and always prepared to take the bull by the horns.

◆ **fit the bill**
The director held an audition for the lead role in his film but didn't think any of the actors fit the bill.

◆ **in that regard**
Although Murray's salary was not very high, he enjoyed his work and felt fortunate in that regard.

FYI

magna cum laude
stems from Latin, means someone's academic performance is excellent

English Corner

I. Listening Practice MP3 Track 4

Listen and fill in the blanks.

I: Interviewer *J: Jamie*

I: Jamie, please tell me more about your _____ _____. Specifically, what courses did you take that helped prepare you for this _____?

J: As a business major, I'm familiar with a range of sales and marketing techniques that would be valuable for this job.

I: What would you say are your greatest _____?

J: I would say that my strong work ethic is definitely one of my strengths. I believe application and hard work are crucial to success.

I: What about your _____?

J: Perhaps I'm too much of a perfectionist, which admittedly causes me a bit of stress sometimes.

II. Speaking Practice

Check the following personality traits you have. Then, introduce yourself to a partner.

☐ optimistic	☐ open-minded	☐ ambitious	☐ hardworking	☐ honest
☐ dedicated	☐ self-motivated	☐ responsible	☐ easygoing	☐ careful
☐ dynamic	☐ mature	☐ patient	☐ cooperative	☐ passionate
☐ team-oriented	☐ sensitive	☐ thoughtful	☐ smart	☐ humorous

III. Reading Practice

Put the following sentences into the correct order.

A. So, please tell me a little bit about yourself.

B. Let me ask you, where do you see yourself in five years?

C. My goal is to be able to grow with a company and continue to take on new challenges that will test me and make me a better employee.

D. As you already know, this company is well respected. Working here would be a dream come true.

E. Well, I'm originally from Ohio, but I moved to Los Angeles four years ago to attend UCLA.

F. Wonderful. Why are you interested in working for our company?

Interviewer: _____

Interviewee: _____

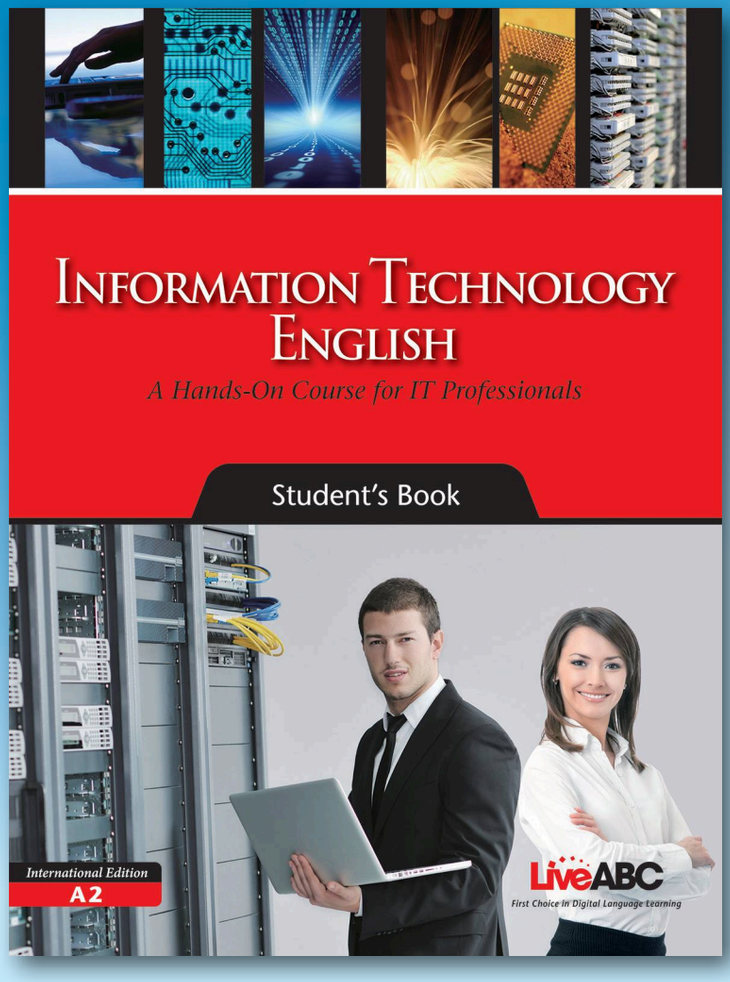
Interviewer: _____

Interviewee: _____

Interviewer: _____

Interviewee: _____

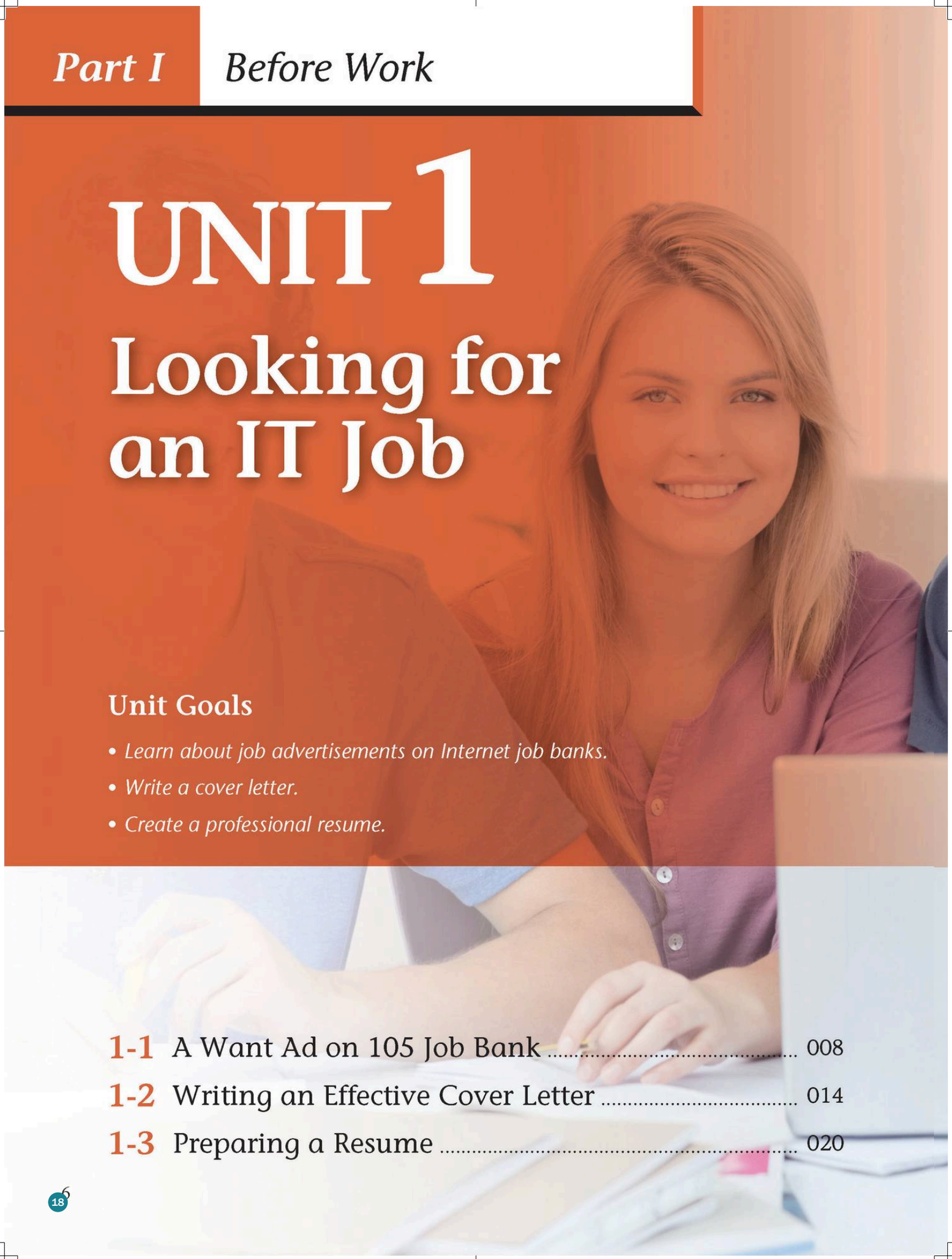
INFORMATION TECHNOLOGY ENGLISH



Key Features

- Warm-Up Discussion Questions for Each Unit
- Practical Dialogues for All Stages of an IT Career
- Key Vocabulary & Terms for IT Professionals
- Readings on Current IT Issues
- Vocabulary Review Exercises
- Reading & Listening Comprehension Practice
- Situational IT Videos

UNIT 1 Looking for an IT Job



Unit Goals

- *Learn about job advertisements on Internet job banks.*
- *Write a cover letter.*
- *Create a professional resume.*

1-1 A Want Ad on 105 Job Bank 008

1-2 Writing an Effective Cover Letter 014

1-3 Preparing a Resume 020



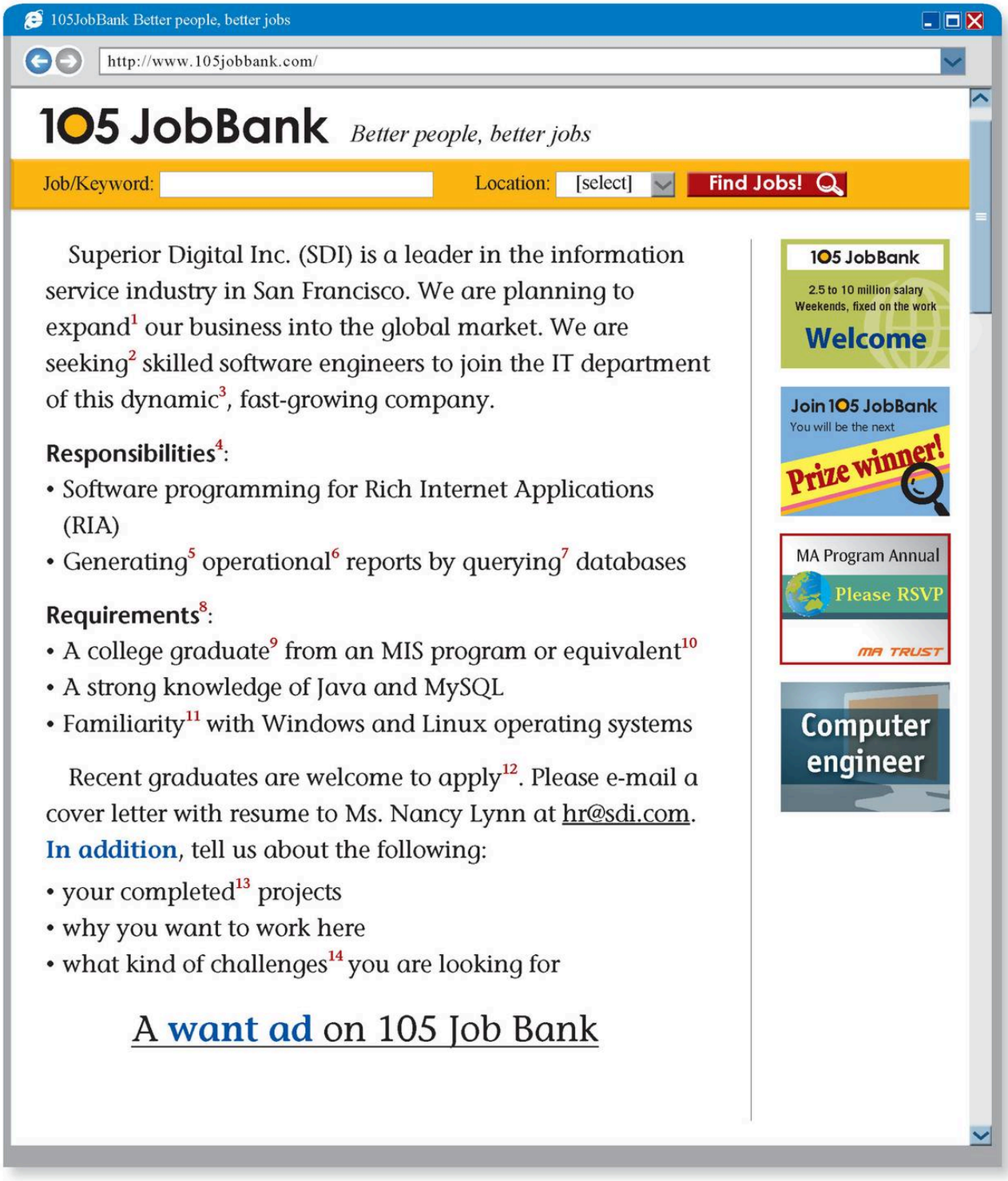
Warm-Up

- *What company benefits are most important to you?*
- *How can you write a resume to impress potential employers?*
- *What kinds of entry-level jobs are there in the IT field?*

1-1 A Want Ad on 105 Job Bank

READING Software Engineer — Full-Time Positions

Track 01



LANGUAGE NOTES

Track 02

VOCABULARY

1. **expand** [ɪk`spænd] *v.*
   Our company is going to **expand** this year.

2. **seek** [sik] *v.*
   Emily went to India to **seek** exciting adventures in a new country.

3. **dynamic** [daɪ`næmɪk] *adj.*
   If you want to be a top salesperson, you should have a **dynamic** personality.

4. **responsibility** [rɪ⁄spɑnsə`bɪlətɪ] *n.*
   Students have the **responsibility** to clean up the room after class.

5. **generate** [`dʒɛnə⁄ret] *v.*
   Most of the company's profit is **generated** from the services it sells to its clients.

6. **operational** [⁄ɑpə`reʃənḷ] *adj.*
   This research evaluated **operational** errors for our factory in China.

7. **query** [`kwɪrɪ] *v.*
   The accountant **queried** my business travel expenses in Japan last month.

8. **requirement** [rɪ`kwaɪrmənt] *n.*
   Speaking fluent English is a **requirement** for this job.

9. **graduate** [`grædʒuət] *n.*
   John is a computer engineering **graduate** of Harvard University.

10. **equivalent** [ɪ`kwɪvələnt] *n.*
    Many Chinese words have no **equivalent** in the English language.

11. **familiarity** [fə⁄mɪlɪ`ærətɪ] *n.*
    (familiar *adj.*)
    Judy's **familiarity** with Chinese painting is amazing to her boss.

12. **apply** [ə`plaɪ] *v.*
    If you want to **apply** for the job, you first have to fill out this application.

13. **completed** [kəm`plitɪd] *adj.*
    The **completed** building will be twenty stories higher than its neighbors.

14. **challenge** [`tʃælɪndʒ] *n.*
    Young people should be willing to accept **challenges** and take risks.

PHRASES

in addition

In addition to English, you have to learn Japanese.

want ad

There are many **want ads** on the Internet for experienced Java programmers.

A. Fill in the blanks



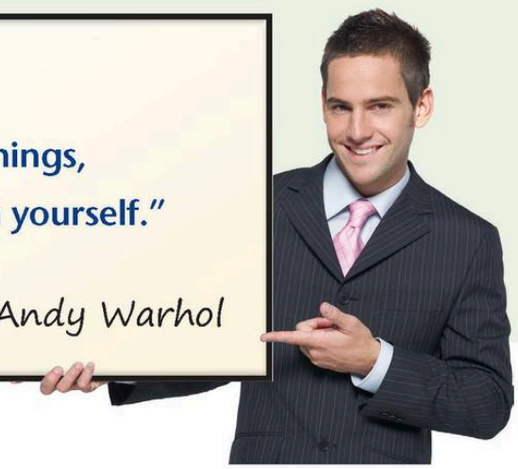
apply	dynamic	familiar	operational	responsibilities
challenge	equivalent	generate	queried	seeking
completed	expanded	graduate	requirements	want ad

1. In terms of carrying passengers, one bus is the _____ of six cars.
2. Air, water and sunlight are the basic _____ for all creatures.
3. Are you _____ with the computer software our company uses?
4. Google is currently _____ new ways of expanding its user base.
5. Pam is a _____ of the computer science program at Northwestern University.
6. Jane would like to _____ for the position of IT Manager.
7. John _____ his electricity bill, which is 50% higher than last month.
8. Make sure your homework assignment is _____ today.
9. Put a _____ in the local newspaper for a new receptionist.
10. The promotion means a higher salary but also many more _____.
11. The company _____ its business in China, so it had to open a new office in Beijing.
12. The new system should be fully _____ by the end of the month.
13. This project is the biggest _____ that Tim has ever faced.
14. We need someone to _____ new ideas.
15. We want to hire several _____ young businesspeople to join our company.

NOTABLE QUOTES

"They always say that time changes things, but you actually have to change them yourself."

Andy Warhol



PRACTICE

B. True or false

Based on the job ad on page 8, mark true (T) or false (F) for each statement.

1. _____ SDI is currently a local company in San Francisco.
2. _____ SDI is an electronics manufacturing company.
3. _____ SDI wants to hire senior engineers with lots of experience in software development.
4. _____ Job applicants must be able to work with Java and MySQL.
5. _____ The candidates should contact Miss Lynn in SDI's HR department.

C. Fill in the blanks in the want ad

Responsibilities	Skill Requirements	Salary	Experience

Job Title: **Software Engineer**
Company: Superior Digital Inc.
Location: Silicon Valley, San Francisco, USA
Sector: Information Service Industry
_____: 0~2 years
_____: Software development
_____: Familiar with system analysis and design, Java, Oracle, and Unix
_____: 40k~45k per year



D. Match the words with similar meanings

1. dynamic	•	• produce
2. advertisement	•	• ask
3. generate	•	• search
4. query	•	• commercial
5. seek	•	• energetic

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LiveABC

SINCE 1997

2000 — *First magazine in co-partnership with CNN*



2001 — *Live magazine*



2002 — *ABC magazine*



2004 — *First annual compilation of all the magazines*



2008 — *biz magazine business oriented partnership*

Berlitz

McGraw Hill Education

2014 — *HOW IT WORKS magazine*



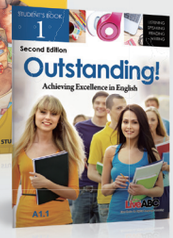
2016 — *ESP series, more than 10 books were launched*



2017 — *Come to Live primary series*



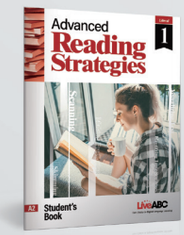
Outstanding! Series



2020 — *Live Escalate series*



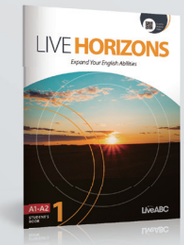
2021 — *Advanced Reading Strategies*



2023 — *Taking Off series*



2024 — *Live Horizons series*












LiveABC
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http://www.liveabc.com/global/index.html

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