

Cambridge University Press
0521609755 - Company to Company: A Task-based Approach to Business Emails, Letters and Faxes, Fourth Edition
Andrew Littlejohn
Table of Contents
More information

## **Contents**

		knowledgements and Note on the Fourth Edition the student	3 6
UNIT 1 Making enquiries	1A	Study section Emails, opening and closing a message, subject headings, asking for and sending information, email style, being polite	7
	1B	Activity section: Misplaced orders Slembrouck BVBA have delivered the wrong goods to The Court Hotel and ABC (Drinks Machines) Ltd. What should they do?	14
	1C	The writing process: Getting help	16
UNIT 2 Business prospects	2 <i>A</i>	Study section Attachments, parts of a message, beginning and ending a message, email conventions	17
	2 <i>B</i>	Activity section: A business trip Nagakura try to arrange meetings with the office of Leefung Plastics in Hong Kong and Singapore. However, other events cause difficulties.	24
	2C	The writing process: Steps in writing a message	26
UNIT 3 Contacting customers	<i>3A</i>	Study section Referring, giving good/bad news, saying what you can/cannot do, giving reasons, British and American English, paragraphs	27
	3B	Activity section: Holiday time Western Travel want to book a holiday for a group of tourists, but there are problems with the tour organisers, Sun Express and Golden Holidays.	34
	3C	The writing process: Writing a plan	36
UNIT 4 When things go wrong	<i>4A</i>	Study section Letter layout, the date, making mild complaints, making a point, warning, making strong complaints	37
	4B	Activity section: Who's responsible? The heating system at Perfecta Ltd explodes. Who is responsible: Aqua Warm BV or Bauer AG?	45
	4C	The writing process: Read before you write	46

4

Cambridge University Press
0521609755 - Company to Company: A Task-based Approach to Business Emails, Letters and Faxes, Fourth Edition
Andrew Littlejohn
Table of Contents
More information

UNIT 5 Getting things	5A Study section Requesting action, apologising, faxes	48
done	5B Activity section: From quote to sale Tavridis Ltd urgently need a large quantity of cable, but the suppliers, Midtec Cables Ltd and Hanston Electrics, have problems in delivering.	54
	5C The writing process: Drafting	56
UNIT 6 Maintaining contact	6A Study section Personal business letters and emails, opening/closing, inviting, accepting and declining	57
	6B Activity section: Repair or replace?  Jarritos SA use some rather old equipment in their factory. Should they ask Wesco Engineering to repair it or ask Alpha Food Machines to replace it?	64
	6C The writing process: Checking your work (1)	66
UNIT 7 Customer service	7A Study section Informal business letters, informal writing style, replying to complaints, advising customers	67
	7B Activity section: A credit check Wainman Ltd have serious cashflow problems and want to buy paper on credit from Northern Paperworks. However, a reference from Lumino Inks Ltd makes the situation complicated.	74
	7C The writing process: Checking your work (2)	76
UNIT 8 Product promotion	8A Study section Arranging and confirming meetings, placing orders, circulars, revision and consolidation	77
	8B Activity section: A trade fair Massari Tractors in Italy want Agricultural Supplies Ltd in India to increase sales, but who is going to pay for promotion at the India Trade Fair?	83
	8C The writing process: Checking your work (3)	85
	Role cards Summary of useful phrases and main points Example plans Index of model letters, emails and key words Letter and email layout guide	86 117 122 124 128

5