SPIS TREŚCI

Wstęp	5
CHAPTER 1	
EDUCATION AND WORK: Building a career	7
1.1. Priority pyramid and career ladder	9
1.2. Qualifications, skills and experience	15
1.3. Career path and personal development	27
1.4. Employment contract	
1.5. Payment conditions, work environment and duties	38
Progress test	50
CHAPTER 2	
COMPANY AND BUSINESS: Gaining competitive advantage	53
2.1. Company profile, structure and performance	55
2.2. Business environment	65
2.3. Business organisation	74
Progress test	80
CHAPTER 3	
HUMAN RESOURCES: Investing in people	
3.1. HR department	
3.2. CV and job interview	94
3.3. Work cycle	108
3.4. HR forms and templates	114
Progress test	120
CHAPTER 4	
LAW: Keeping your nose clean	125
4.1. Careers in law	127
4.2. Law firm	134
4.3. Legal documents	139
4.4. Legal services	154
Progress test	168
CHAPTER 5	
FINANCE: Doing some number crunching	173
5.1. Personal finance	175
5.2. Business finance	178
5.3. Careers in finance	189
5.4. Accounting	192

5.5. Banking	199
5.6. Market trends	
5.7. Economic climate	212
Progress test	216
CHAPTER 6	
	001
INFORMATION TECHNOLOGY: Breaking new ground	
6.1. Information in business 6.2. Careers in IT	
6.3. IT companies	
6.4. Computer world	
6.5. Internet world	
Progress test	
	252
CHAPTER 7	
LOGISTICS: Hitting the road	255
7.1. Areas of logistics	
7.2. Careers in logistics	
7.3. Freight forwarders at work	263
7.4. Logistics services	
7.5. Global logistics operations	
7.6. Export-import documentation	279
Progress test	288
CHAPTER 8	
MARKETING: Thinking outside the box	293
8.1. Careers in marketing	
8.2. Marketing business	
8.3. Marketing activities	
8.4. Consumers and marketers	
8.5. Advertising and Public Relations	319
8.6. New era of marketing	
Progress test	333
CHAPTER 9	
OFFICE: Pulling your weight	337
9.1. Office assistant careers	
9.2. Office atmosphere	345
9.4. Office work	
Progress test	
	300
Answer key	
Progress tests – answer key	
Listening script	
References	459