

Unit 7: Companies

1

Language: Negotiating an agreement

Read the following text about win-win negotiations and match the words or phrases in bold with the definitions below.

Win-win negotiations are a strategic approach to resolving conflicts and reaching agreements that benefit all **parties** involved. In such negotiations, each party presents their demands, which represent their specific interests and priorities. The focus is not on one party achieving their objectives **at the expense of** the other, but rather on finding **common ground** and shared benefits.

The concept of common ground is crucial in win-win negotiations. It refers to the areas where the interests and goals of different parties overlap. Identifying common ground requires active listening, open communication, and a genuine attempt to understand the **perspectives** of others. Once common ground is established, negotiators can work collaboratively to generate solutions that address the **concerns** and priorities of all parties.

Counter offers are instrumental in win-win negotiations. Instead of rejecting the demands of the other party outright, negotiators propose alternatives that **take into account** both sides' interests. This approach fosters an environment of compromise and creativity, allowing negotiators to explore various options and arrive at mutually agreeable solutions.

The ultimate outcome of win-win negotiations is a resolution that satisfies all parties involved. Success is measured not only by the terms of the agreement but also by the preservation and **enhancement** of relationships. By prioritizing open communication, empathy, and a willingness to explore common ground, win-win negotiations pave the way for **sustainable** agreements that leave all parties feeling **content** and valued.

- 1 _____: something that is important to a person, an organisation, etc.
- 2 _____: in a way that embarrasses or harms someone
- 3 _____: consider
- 4 _____: suggestions made by one side in response to unacceptable suggestions
- 5 _____: pleased with a situation
- 6 _____: able to continue over a longer period of time
- 7 _____: shared interests, beliefs, or ideas
- 8 _____: people on different sides in a negotiation
- 9 _____: a way of thinking about something
- 10 _____: improving the quality, amount, or strength of something

2

Unscramble the sentences.

1 trust / building / enhance / can / significantly / outcome / negotiations / the / of / business

2 involves / active / during negotiations / effective / expression / and / of / your / own / listening / position / clear / communication

3 successful / preparation, / business negotiations / are / understanding each party's needs, / and / careful research / for / essential / along with

4 the other / researching / careful / objectives, / negotiation / results / vital / setting / and / clear / for / preparation, / party / including / is / favourable

5 perspective / more sustainable / negotiating from / leads / to / often / agreements / beneficial / a win-win / and / mutually

3 Language: Talking about a company

You are going to read a text about Google. In most lines of the text there is an unnecessary word. Cross out the unnecessary word. Tick (✓) the correct lines.

- 1 Google is an American multinational public corporation. It ~~also~~ operates in the fields also
- 2 of internet search, from advertising technologies and cloud computing, which is _____
- 3 internet-based computing. _____
- 4 Sergey Brin and Larry Page, who also known as the 'Google Guys', founded the _____
- 5 company in 1998. Its initial public offering took place in 2004. Their headquarters _____
- 6 are in around Mountain View, California, where they have been since 2006. The _____
- 7 company's mission statement has always been to make all the information available _____
- 8 in the world to accessible to everybody. _____
- 9 While the company's core is its web and search engine, Google now offers a wide _____
- 10 variety of applications and from tools, ranging from online productivity software like _____
- 11 Gmail and social networking tools like Google Buzz to the web browser Google _____
- 12 Chrome or as the service Google Books. _____
- 13 Google Search, Google's web search engine, is still being the company's most popular _____
- 14 service. In the United States alone, Google is the dominant search engine only, _____
- 15 holding a market share of approximately 66%. _____

4

Listening: Negotiation styles

Listen to the four different people talking about negotiation styles from exercise 32, page 96 again. First you will have 45 seconds to study the task below, then you will hear the recording twice. Match the beginnings of the sentences (1–5) with the sentence endings (A–H). There are two sentence endings that you should not use. Write your answers in the boxes provided. The first one (0) has been done for you.

0	People at the Guatemalan TV company
1	Usually, Eastern business people
2	Western business people
3	Chinese business people
4	German business people
5	American business people

0	B
1	
2	
3	
4	
5	

A	can be difficult to read for people from other cultural backgrounds.
B	used to do their work spontaneously without planning much beforehand.
C	are often arrogant and impatient.
D	strive for achieving results as soon as possible.
E	first try to build rapport with their business partners.
F	tend to make decisions after meetings with close business associates.
G	expect decisions to be made during meetings.
H	are good at compromising.

5

Writing: Leaflet on business etiquette

You work as an intern in an intercultural consulting firm and are organising a workshop for an international company. Therefore, you are preparing leaflets on business etiquette in different countries. Do some research on a country of your choice. In your leaflet, you should include information on the following aspects:

- greeting people and making small talk
- negotiation style
- further guidelines for behaviour

Divide your leaflet into sections and give them headings. Write around 250 words.

Key

exercise 1

1 concern, 2 at the expense of, 3 take into account, 4 counter offer, 5 content, 6 sustainable, 7 common ground, 8 party, 9 perspective, 10 enhancement

exercise 2

1 Building trust can significantly enhance the outcome of business negotiations.

2 Effective communication during negotiations involves active listening and clear expression of your own position.

3 Careful research and preparation, along with understanding each party's needs, are essential for successful business negotiations.

4 Careful preparation, including researching the other party and setting clear objectives, is vital for favourable negotiation results.

5 Negotiating from a win-win perspective often leads to more sustainable and mutually beneficial agreements.

exercise 3

2 from, 3 ✓, 4 who, 5 ✓, 6 around, 7 ✓, 8 to, 9 and, 10 from, 11 ✓, 12 as, 13 being, 14 only, 15 ✓

exercise 4, Listening: Negotiation styles

1 F, 2 G, 3 A, 4 I, 5 D