**OBRAĐENO GRADIVO PSPJ 3- TRGOVINA**

Textbook: D. Cotton, Falvey, D., Kent S., *Market Leader, New edition, Intermediate*

Emails and formal business letters (p. 132-133)

What do you say? (p. 138/139) and more!

**Unit 1 Brands**

Starting up (p.6)

Brand management (p. 7)

Why brands matter?

*Harley Davidson.* (p. 10)

 *JCB* (p.10)

Skills. (Tapescrip 1.5)

**Unit 2 Travel**

Starting up (p.14)

Advantages and disadvantages of different modes of transport.

A business traveller's priorities.

British and American English (p.15)

*Road ragers in the sky* (p.17)

Talking about the future (p.18)

Skills (p.19)

Case study (p.21)

**Unit 3 Organisation**

Starting up (p.22)

What best shows a person's status: a company car, a name on their door, having fixed working hours, etc?

*Dirty Business Bright Ideas* (p. 24)

Noun combinations (p.25, 26)

Skills (p. 27)

**Unit 4 Change**

Starting up (p.30)

*US department stores launch counter-attack* (p.31)

Describing change (p.33)

Skills (p.35)

**Unit 5 Money**

Quiz (p.38)

Skills (p.39)

Describing trends (p.43)

**Unit 6 Advertising**

Starting up?

Good and bad advertisements (p.47)

Advertising medai and methods (p.47)

*What makes Nike's advertising tick* (p. 48)

Skills (p. 51)

Case study (p. 52)

**Unit 7 Cultures**

Starting up (p. 54)

Idioms (p. 56)

Cultural advice (p. 57)

Skills (p. 59)

**Unit 8 Employment**

Starting up (p. 68)

Skills (p. 73)

Case study (p. 75)

**Unit 9 Trade**

 Starting up (p. 76)

Free trade.

*UK develops taste for fair trade* (p. 79)

**Unit 10 Quality**

Starting up (p. 84)

Quality control (p. 85)

Skills (p. 89)

**Unit 11 Ethics**

Starting up (p. 92)

Honesty and dishonesty (p. 93)

A question of ethics (p. 93)

**Revision:**

p. 63, p,63 Vocabulary, p. 67 Modals of advice, p. 124, p, 125 Reading, p. 128 Vocabulary (Ethics), Vocabulary ( Leadership), p. 129 Reading

Grammar revision: *Language review* , units 1-11