INHOUDS

OPGAVE

PAGE **PART A** COMPETENTIEOPDRACHT 13 PART B UNIT HOW TO INTRODUCE YOURSELF 1 21 1.1. Introduction 21 21 1.2. What are you going to learn? 1.3. Practise the English alphabet 31 Wordlist 34 UNIT 2 DAILY LIFE 39 2.1. Introduction 39 2.2. What are you going to learn? 39 Wordlist 57 UNIT 3 **GETTING AROUND** 61 Introduction 3.1. 61 3.2. What are you going to learn? 61 3.3. How do you write the date? 67 Wordlist 76 UNIT **FOOD AND DRINKS** 4 79 4.1. Introduction 79 What are you going to learn? 79 4.2. Wordlist 100 UNIT 5 **DIFFICULT SITUATIONS** 105 5.1. Introduction 105 5.2. What are you going to learn? 105 Wordlist 124 UNIT PROJECT MARKETING AND COMMUNICATION 6 127 6.1. Introduction 127 Luisteren | Marketing tools 6.2. 127 6.3 Marketing meetings 136 6.4 Texts about marketing 142 Applying for marketing jobs 147 6.5

UNIT	7	MARKETING AND COMMUNICATION; DIALOGUES	155
	7.1	Careers	155
	7.2	Companies	160
	7.3	Selling and negotiating	162
	7.4	Great ideas	166
	7.5	Stress	168
	7.6	Entertaining	171
	7.7	New businesses	174
	7.8	Marketing	178
UNIT	8	AN INTRODUCTION TO EVENTS; CONFERENCE AND BANQUETING	183
PART C			
Bijlage Bijlage	1 2	Grammatica Onregelmatige werkwoorden	215 263