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11 Simply the best p80	Discussing competition, competitiveness and brand loyalty Discussing competitive advantage and Michael Porter's Five Forces Comparing and contrasting strategies Developing a competitive strategy	Reading Press advertisements Reading Articles on competitive strategy Listening The Cirque du Soleil story	
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13 Making an impact p94	Identifying effective presentation openings Identifying rhetorical techniques Rephrasing to add impact Identifying ways of closing a presentation Producing a party political broadcast	Reading Book extract on opening a presentation Listening Presentation openings Listening Extracts from political speeches Listening Closing remarks from four presentations Reading Article on Bhutan	Vocabulary Metaphor Grammar Rhetorical techniques Phrase bank Opening and closing a presentation
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