

General introduction to *The Business Intermediate PowerPoint* presentations

The main purpose of these *PowerPoint* presentations is to give you, the teacher, new and extra content to use in class that will introduce the key business concepts of the eight units of *The Business* and provide a bridge between the *Subject background* sections found on the opening page of the Teacher's Book units and the content of the Student's Book.

In addition, the *PowerPoint* presentations aim to exemplify the concepts and themes found in both the Teacher's and Student's Book by bringing in content and stories from the business world.

To give you an example of what we mean, in the Unit 3 *Products and packaging PowerPoint* presentation we focus on exemplifying the key concepts of branding and promotion of products, benefits to customers and packaging in the context of E-cloths, a small British company and its products.

As well as providing this bridge between the Teacher's and Student's Book content, we also offer you those elements of the Student's Book that are useful to have available on a large screen, for example artwork, and extra content exploitation materials, such as further reading comprehension tasks.

In total, there are approximately ten *PowerPoint* slides for each unit, together with teacher's notes recommending how this extra material is used. We hope you enjoy using them and that you welcome having this extra content at your disposal.

Technical requirements: to use this content, you will need a computer connected to a video projector ("beamer") and to have *PowerPoint* installed on your computer. Once you have downloaded the presentations onto your computer you are ready to go ...

If you are fortunate enough to have access to an Interactive Whiteboard, you can enhance the presentation of the slides by using your Interactive Whiteboard software to manipulate the images.