

POCKET READERS - BUSINESS SERIES

The 10-book business graded reader series tells the story of your first year working in the product marketing department of *ABC Convenience Stores*. The series looks at skills and strategies for being successful in interviews, the first week on the job, giving presentations, taking part in meetings, writing emails, entertaining business clients, going overseas on business, dealing with office conflict, launching new products, and mentoring new staff.



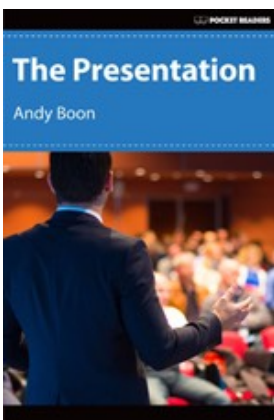
Book 1 – The Job Interview

The story begins with you. You are looking for a job. You apply to many companies, but you receive no replies. Then, one day, you are shortlisted for a job interview. You attend the interview, but you make a lot of mistakes. The interview is unsuccessful and you are rejected. Soon after, you are invited to attend an interview for a different job. Will you do better this time? Will you be successful? Will you get the job?



Book 2 – The First Week on the Job

The story begins with you. You are about to start work in the Product Marketing department of *ABC Convenience Stores*. The week before you begin your job, you go to sleep each night. You have many nightmares. In each nightmare, you make a lot of mistakes. Your first week on the job is unsuccessful. As the start date approaches, you begin to feel more and more nervous. Will you have a good first week on the job? Will you be successful? Will you be able to keep your job?



Book 3 – The Presentation

The story begins with you. You are going to give your first presentation. You will explain the plan to launch a new range of sandwiches. You will explain a partnership deal with a famous fast food store, *Underground Sandwiches*. You give a rehearsal of the presentation, but you make many mistakes. The rehearsal is unsuccessful. As the date approaches for you to give the real presentation, you begin to feel more and more nervous. Will you be able to give a good presentation to the sales manager and marketing manager of *Underground Sandwiches*? Will you be successful?



Book 4 – The Meeting

The story begins with you. You are going to chair your first business meeting. The aim of the meeting is to discuss a partnership deal between a famous fast food store, *Underground Sandwiches* and your company. The week before you begin the meeting you go to sleep each night. You have many nightmares. In each nightmare, you make a lot of mistakes. The business meeting is unsuccessful. As the date to the real meeting approaches, you begin to feel more and more nervous. Will the business meeting go smoothly? Will you be successful? Will everybody be happy?



Book 5 – The Business Email

The story begins with you. You are sitting at your desk. You are very busy. You have many emails in your inbox. You need to reply to the emails. You send emails to many different people. You work quickly, but you make many mistakes. You are unsuccessful. Soon after, you are invited to attend an email training workshop. Will you be able to learn from your mistakes? Will you be successful? Will you be able to write better business emails?



Book 6 – Entertaining Overseas Visitors

The story begins with you. You are asked to look after and entertain two business guests arriving to your country from the United States. You get advice from a colleague. He made many mistakes the year before. He was unsuccessful. This year, it is your turn. Will you be able to meet the visitors at the airport? Will you be able to get them to their hotel? Will you be able to take them to a restaurant? Will you be able to get them to their training workshop? Will you be able to take them sightseeing in the city? Will you be successful?



Book 7 – First Business Trip Overseas

The story begins with you. You are asked to attend a conference in London, England. You are also asked to visit the ABC UK office. You get advice from a colleague. He made many mistakes the year before. He was unsuccessful. This year, it is your turn. Will you get your plane? Will you get through immigration? Will you find your hotel and the conference? Will you attend important presentations and workshops? Will you get to meet the ABC UK office staff? Will you be successful?



Book 8 – The Office Conflict

The story begins with you. You have problems with a colleague at work. There is a big conflict between you. You make many mistakes dealing with your colleague. You are unsuccessful at dealing with the office conflict. Soon after, you are invited to attend a training workshop on dealing with office conflict. Will you be able to learn from your mistakes? Will you be able to deal with office conflict more effectively in the future?



Book 9 – The Product Launch

The story begins with you. You are asked to be in charge of a new product launch at *ABC Convenience Stores* and a new partnership deal with *Underground Sandwiches*. You get advice from a colleague. She tells you a story about a failed product launch a few years before. The launch was unsuccessful. Will your product launch go smoothly? Will you be successful? Will your customers buy the new product?



Book 10 – The Mentor

The story begins with you. You are promoted to a new position and asked to mentor a new employee at work. You get advice from the assistant human resources manager. She tells you a story about a colleague. He made many mistakes mentoring a new employee a few years before. He was unsuccessful. Will you be able to help, support, and train the new employee at work? Will you be successful? Will you be a good mentor?



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