

# Contents 目录

Unit	Unit objectives		Story
	Vocational quality	Vocational skill	
<b>1</b> Event Organising p2	Find out about participants' preferences when organising an event	Write an event plan	No attendees, no event
<b>2</b> Team Spirit p18	Collaborate with team members	Prepare a presentation on a project review	Teamwork—the key to success
<b>3</b> Business Cooperation p34	Explain the meaning of the win-win principle in cooperation	Write an invitation letter to a potential business partner	Turning a no into a yes
<b>4</b> After-sales Service p50	Put yourself in the customer's position when handling their complaints	Write a response email to customer complaints	Empathy works miracles
<b>5</b> Green Products p66	List and explain the green features of a product	Write a product description for a company's website	Green product, green life
<b>6</b> The Spirit of Craftsmanship p82	Describe the spirit of craftsmanship	Write a live streaming script for traditional Chinese handicrafts	A life of carving
<b>Vocabulary</b> p98			

Section I		Section II	
Interaction	Culture	Reading & Writing	Project
Talking about event organising	Understanding exhibitors' preferences and needs	Department event plan	Write a plan for your department picnic
Talking about team collaboration	The bundle of sticks	Project review presentation	Prepare a presentation on a project review
Talking about how to adopt a win-win attitude in negotiations	Win-win cooperation	Invitation letter to a potential business partner	Write an invitation letter for a potential partnership
Talking about empathy in after-sales service	Treating others the way you would like to be treated	Response email to customer complaints	Write a response email to a customer's complaint
Talking about the green features of a product	Green principle and practice in China	Product description	Write a product description for eco-friendly loungewear
Talking about the craftsmanship of traditional Chinese handicrafts	Carrying forward the spirit of craftsmanship	Live streaming script	Prepare live stream selling for a traditional Chinese handicraft

