



# Business In The New Age

C1-C2

Module 5

Here's What We  
Will Be Learning  
in this  
Presentation:



# SUMMARY

- ❑ Introduction.
- ❑ The New Paradigm.
- ❑ Reasons For The Changes.
- ❑ Internal and External Factors affecting business.
- ❑ Exercises.

# VOCABULARY

**Luring:** tempt (a person or animal) to do something or to go somewhere, especially by offering some form of reward.

**Aikido:** a Japanese form of self-defence and martial art that uses locks, holds, throws, and the opponent's own movements.

**Hierarchical:** a system in which people or things are arranged according to their importance.

**Redundancy:** a situation in which someone loses their job because their employer does not need them.

**Sustainability:** the ability to be maintained at a certain rate or level.