

# New International Business English

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new international business english is a thoroughly revised and redesigned new edition of the highly successful course international business english while maintaining the first edition s flexible learner centred approach for people who need english in their day to day work new international business is now easier to use and even more effective in the way it addresses the key business english language skills such as telephoning socializing and taking part in meetings the key features of the new edition are bright open design at large format and in colour for the student s book shorter more manageable units new international business english is a genuine 90 hour course a new unit on negotiating

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New International Business English is a flexible course at the upper intermediate level for people who need or will soon need to use English in their day-to-day work. All four skills (listening, speaking, reading, writing) are developed through a wide range of tasks which closely reflect the world of work.

New International Business English updated edition is a flexible business English course at the upper intermediate level applicable to a wide range of English teaching situations and types of students. This comprehensive course develops all four skills (listening, speaking, reading, writing) through a wide variety of tasks which reflect closely the world of work. Key features of the second edition: student's book, learner-centred approach, realistic integrated communication activities, systematic coverage of the essential business tasks, thorough vocabulary development, frequent opportunities for discussions. New International Business English consists of: student's book, workbook, teacher's book, student's book, cassette set, audio CD set, workbook, cassette set, audio CD set. The new International Business English video and accompanying website are designed to be used with this course.

Teaches basic communication skills and techniques for using English in business transactions through reading, listening and writing exercises. Presents instruction in vocabulary, grammar and pronunciation.

Fifteen topic-based units cover a wide range of business situations and the course provides frequent opportunity for discussion and thorough vocabulary development.

This bestselling course is the ideal next step for students who have completed working in English. Fifteen topic-based units cover a wide range of business situations and the course provides frequent opportunity for discussion and thorough vocabulary development. The teacher's book offers a complete introduction to the aims, design and principles of the course, including step-by-step procedures for each section, suggested timings and photocopiable resource material. The workbook contains a valuable grammar review. The student's book now comes with a free BEC Vantage Preparation CD-ROM that contains an introduction to the BEC Vantage exam and a full practice test including audio.

Ready or not, English is now the global language of business. More and more multinational companies are mandating English as the common corporate language in an attempt to facilitate communication and performance across geographically diverse functions and business endeavours. Companies must overcome language barriers to survive and thrive in a global economy and English will be the common ground. At least for now, the new edition of Global English in International Business underlines some basic issues in the field: namely, the role of intercultural communication, the peculiarity of English for international business, the tools we can choose.

to learn and improve it and above all an active approach to real business texts such as the financial statement of a company in other words a global approach to business english and business communication is given to teachers and students in the field

introducing business english provides a comprehensive overview of this topic situating the concepts of business english and english for specific business purposes within the wider field of english for special purposes this book draws on contemporary teaching and research contexts to demonstrate the growing importance of english within international business communication covering both spoken and written aspects of business english this book examines key topics within business english including teaching business english as a lingua franca intercultural business interactions blended learning and web based communication discusses the latest research on each topic and possible future directions features tasks and practical examples a section on course design and further resources written by two leading researchers and teachers introducing business english is a must read for advanced undergraduate and postgraduate students studying business english business english as a lingua franca and english for specific business purposes

fifteen topic based units cover a wide range of business situations and the course provides frequent opportunity for discussion and thorough vocabulary development

introducing business english provides a comprehensive overview of this topic situating the concepts of business english and english for specific business purposes within the wider field of english for special purposes this book draws on contemporary teaching and research contexts to demonstrate the growing importance of english within international business communication covering both spoken and written aspects of business english this book examines key topics within business english including teaching business english as a lingua franca intercultural business interactions blended learning and web based communication discusses the latest research on each topic and possible future directions features tasks and practical examples a section on course design and further resources written by two leading researchers and teachers introducing business english is a must read for advanced undergraduate and postgraduate students studying business english business english as a lingua franca and english for specific business purposes

this is an intermediate level general business english course for students and professionals who want to develop or refresh their competence in the language

have you ever felt embarrassed at work because you couldn't remember the right english word or phrase imagine your boss asks you a question you can't answer or gives you more work than you can do what can you say to keep your boss happy without looking unprofessional you may be an expert at your job but if you don't know the correct english phrase you might hesitate or say the wrong thing then when we don't know what to say we feel embarrassed and stupid this course has everything you need to succeed in business english and to make a great impression in every professional situation it's for anyone who works in an english speaking office or deals with english speaking colleagues anywhere in the world you'll learn how to answer difficult english questions at interviews to land a great job impress your boss expand your role and get a promotion speak up in meetings so your ideas get heard and you get credit socialize and network in english with ease delegate work give feedback and manage people and projects in ways that get you respect deal with difficult colleagues to repair bad situations and build great working relationships ready to jumpstart your career get started with business english today

this book traces the history sociolinguistics and structure of world englishes and examines the complexities of englishes and the transmedia narratives of their users in modern day international universities and workplaces the authors walk readers through the various frameworks and models that have been proposed to account for the spread of english as a global language examine some of the critiques and debates that have shaped the field and then discuss the unfolding and contextually bound nature of english as it is used in local environments written accessibly and including features such as discussion questions practical exercises

and activities case study examples and extensive suggestions for further reading this book will be useful to undergraduate and postgraduate students of applied linguistics and language education sociolinguistics intercultural studies english as a lingua franca elf and world englishes it will also be useful to teachers linguists and other language professionals interested in english in professional pedagogical and global contexts

offers a wide ranging overview of the issues and research approaches in the diverse field of applied linguistics applied linguistics is an interdisciplinary field that identifies examines and seeks solutions to real life language related issues such issues often occur in situations of language contact and technological innovation where language problems can range from explaining misunderstandings in face to face oral conversation to designing automated speech recognition systems for business the concise encyclopedia of applied linguistics includes entries on the fundamentals of the discipline introducing readers to the concepts research and methods used by applied linguists working in the field this succinct reader friendly volume offers a collection of entries on a range of language problems and the analytic approaches used to address them this abridged reference work has been compiled from the most accessed entries from the encyclopedia of applied linguistics encyclopediaofappliedlinguistics.com the more extensive volume which is available in print and digital format in 1000 libraries spanning 50 countries worldwide alphabetically organized and updated entries help readers gain an understanding of the essentials of the field with entries on topics such as multilingualism language policy and planning language assessment and testing translation and interpreting and many others accessible for readers who are new to applied linguistics the concise encyclopedia of applied linguistics includes entries written by experts in a broad range of areas within applied linguistics explains the theory and research approaches used in the field for analysis of language language use and contexts of language use demonstrates the connections among theory research and practice in the study of language issues provides a perfect starting point for pursuing essential topics in applied linguistics designed to offer readers an introduction to the range of topics and approaches within the field the concise encyclopedia of applied linguistics is ideal for new students of applied linguistics and for researchers in the field

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