

New International Business English

New International Business English Updated Edition Teacher's Book
New International Business English Teacher's book
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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

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

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. It 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.

商英系列教材 肖云南主

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