

New International Business English

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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

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

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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

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