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Advanced Business English Course Book Longman Market Leader uses authoritative authentic content from the Financial Times to build the professional language and skills needed to communicate in the modern world of business. The third edition has been completely updated to reflect this fast-changing world.

Keys to Management Longman

This five-level course uses authoritative, authentic sources to explore topical

business issues and builds the professional standard of language needed to communicate in the modern world of business.

Market Leader 3rd Edition Pre-Intermediate Practice File for Pack

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Entrepreneurial Life tells the fascinating history of CaptiveAire, the largest commercial kitchen ventilation company in North America. From the beginning, CaptiveAire's story is not a typical one. Forged by Bob Luddy during a growing recession, with little capital, and as a newcomer to the region-his startup should not have survived, much less taken the trajectory it has had. In these pages, Luddy shares some of the values he learned as one of eight children in a "hard-scrabble, can-do" family and details his take on the type of leadership, innovation, financial management, and marketing strategy that has spurred his manufacturing company to grow at a remarkable pace over the course of forty-plus years at the helm. Entrepreneurial Life reveals Luddy's philosophy on all things entrepreneurship, character, and the skills necessary for achieving your fullest potential, no matter what your calling.

Market Leader Longman

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Pre-Intermediate Business English Practice File Pearson ELT

The Second Edition of Johnny Saldaña's international bestseller provides an in-depth guide to the multiple approaches available for coding qualitative data. Fully up to date, it includes new chapters, more coding techniques and an additional glossary. Clear, practical and authoritative, the book: -describes how coding initiates qualitative data analysis -demonstrates the writing of analytic memos -discusses available analytic software -suggests how best to use The Coding Manual for Qualitative Researchers for particular studies. In total, 32 coding methods are profiled that can be applied to a range of research genres from grounded theory to phenomenology to narrative inquiry. For each approach, Saldaña discusses the method's origins, a description of the method, practical applications, and a clearly illustrated example with analytic follow-up. A unique and invaluable reference for students, teachers, and practitioners of qualitative inquiry, this book is essential reading across the social sciences.

Market Leader Longman

Market Leader 3rd Edition has been completely updated to reflect the fast-changing world of business using authoritative and authentic business sources such as Financial Times.

Market Leader Longman

'Market Leader' is the major business English course for tomorrow's business leaders. Incorporating material from the Financial Times, it brings real business issues right into the classroom.

MARKET LEADER 3RD EDITION EXTRA FOR WALL STREET ENGLISH PRE-INTERMEDIATE FLEXI COURSEBOOK 1... WITH DVD-ROM/MYENGLISHLAB/PRACTICE FILE CD PACK. Longman

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A collection of exercises and practice material to accompany the Market Leader series. Comes with audio CD and answer key.

New Headway: Upper-Intermediate Fourth Edition: Student's Book and iTutor Pack Allyn & Bacon

Student Course Book • Authentic texts from the Financial Times and other sources develop reading skills and provide essential business vocabulary. • Interviews with business people and experts develop listening skills, such as prediction, listening for specific information and note taking. • Language Work develops students' awareness of common problem areas and introduces grammatical concepts. • 16 pages of business skills in each level: negotiating, presentation, writing emails, telephoning and teleconferencing, small talk, meetings and interviews. • Open discussion exercises for groups and pairs. • Skills section for teaching career-related skills. • Useful Language Box provides phrases for role play situations in the workplace. • Case study discussions on the unit topic (with commentaries on the DVD-ROM). • Working Across Cultures develops cultural awareness and skills. • Four revision units in each Course Book. DVD-ROM • All 12 interviews from the Course Book, with optional subtitles, expose students to natural, authentic speech. • Self-study practice activities allow students to revisit problem areas and reinforce classwork. • Activities provide language-recycling opportunities with instant, personalised feedback. • iGlossary - a digital mini-dictionary that provides definitions and pronunciations of all the key words listed in the Course Book. • Audio for business skills lessons. MyEnglishLab online learning platform • MyEnglishLab is designed to improve student results with rich, interactive exercises that correspond perfectly to each unit of the Course Book. • Helpful feedback and immediate grading ensure students are highly engaged and motivated as they

experience meaningful language learning outside the classroom. • Unlimited access for students allows online course materials to be used as homework – whether at home, in the lab, or anywhere with online access.

Market Leader 3rd Edition Pre-Intermediate Teacher's Resource Book/ Test Master CD-ROM Pack Addison-Wesley Longman

Market Leader 3rd Edition has been completely updated to reflect the fast-changing world of business using authoritative and authentic business sources such as Financial Times.

Business English Course Book OUP Oxford

The major business English course for tomorrow's business leaders.

Incorporating material from the Financial Times(c), it bring business right into the classroom.

Advanced Market Leader Longman

Market Leader Pearson ELT

Market Leader Springer Science & Business Media

Student Course Book • Authentic texts from the Financial Times and other sources develop reading skills and provide essential business vocabulary. • Interviews with business people and experts develop listening skills, such as prediction, listening for specific information and note taking. • Language Work develops students' awareness of common problem areas and introduces grammatical concepts. • 16 pages of business skills in each level: negotiating, presentation, writing emails, telephoning and teleconferencing, small talk, meetings and interviews. • Open discussion exercises for groups and pairs. • Skills section for teaching career-related skills. • Useful Language Box provides phrases for role play situations in the workplace. • Case study discussions on the unit topic (with commentaries on the DVD-ROM). • Working Across Cultures develops cultural awareness and skills. • Four revisions units in each Course Book. DVD-ROM • All

12 interviews from the Course Book, with optional subtitles, expose students to natural, authentic speech. • Self-study practice activities allow students to revisit problem areas and reinforce classwork. • Activities provide language-recycling opportunities with instant, personalised feedback. • iGlossary - a digital mini-dictionary that provides definitions and pronunciations of all the key words listed in the Course Book. • Audio for business skills lessons.

Market Leader Market Leader

The 3rd edition of this ever popular course combines some fantastic new materials with all the features that have made this course a bestseller. Market Leader Active Teach contains everything a teacher will need for the course in the classroom. It can be used with a computer and a projector or with an interactive whiteboard. It includes: All the audio and video from the book. All the pages with a 'zoom in' and 'zoom out' feature. Fully functional IWB tools. The ability to save all your notes alongside the relevant page of the Student's Book. Extra resources including review games and activities Intermediate. Teacher's etext

Why is it that Casio can sell a calculator more cheaply than Kellogg's can sell a box of corn flakes? Why can FedEx "absolutely, positively" deliver your package overnight but airlines have trouble keeping track of your bags? What does your company do better than anyone else? What unique value do you provide to your customers? How will you increase that value next year? As customers' demands for the highest quality products, best services, and lowest prices increase daily, the rules for market leadership are changing. Once powerful companies that haven't gotten the message are faltering, while others, new and old, are thriving. In disarmingly simple and provocative terms, Treacy and Wiersema show what it takes to become a leader in your market, and stay there, in an ever more sophisticated and demanding world. Market Leader 3rd Edition Pre-Intermediate Teacher's Resource Book for Pack

The 3rd edition Course Book includes: * All new reading texts from the Financial Times * All new case studies with opinions from successful consultants who work in the real world of business * All new listening texts reflecting the global nature of business * New 'Business Across Cultures' spreads * New Vocabulary Trainer www.marketleader.vocabtrainer.net

Market Leader Extra Pre-intermediate Audio Cd

Market Leader 3rd Edition has been completely updated to reflect the fast changing world of business. The 3rd Edition Coursebooks include new reading texts from the Financial Times and new case studies with opinions on DVD from successful consultants. The DVD-ROM also includes authentic video materials from FT.com with printable worksheets and interviews with business experts.