

New International Business English

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New International Business English Teacher's book
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Leo Jones Carol A. Chapelle Chris Buscher

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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
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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 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

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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 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

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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

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