

New International Business English

This book provides a structured framework under which business students, business professionals, entrepreneurs and other professionals can significantly improve their writing skills. Business English Writing helps you clearly say what you want to say and the best way to say it. The chapters of this book will focus on: Employees Team Building Employees Staff Motivation Companies Start-Ups Activities Marketing Money Strategies Success Companies Trends Activities Discussing Issues And More The activities and exercises present in the various units seek to stimulate the student not so much to theoretical language learning, but to active communication in English and to re-reflection on the issues of greatest interest for modern businesses. It will be an invaluable resource for your studies and career in business. Scroll to the top of the page and select the Buy Now button

For introductory International Business courses with the need for a brief, accessible text. International Business 4/e places culture and globalization front and center to motivate and enable students to grasp difficult conceptual material. This approach has made it the fastest growing international business book available today.

New International Business English Updated edition is an upper intermediate (B2) level course for learners who need to use English in their day-to-day work.

The verbal section of the GRE is essentially a vocabulary test. With a few exceptions, if you know the word, you will probably be able to answer the question correctly. Thus, it is crucial that you improve your vocabulary. Even if you have a strong vocabulary, you will still encounter unfamiliar words on the GRE. Many students write off questions, which contain words, they don't recognize. This is a mistake. This book introduces numerous techniques that decode unfamiliar words and prod your memory of words you only half-remember. With these techniques, you will often be able to squeeze out enough meaning from an unfamiliar word to answer a question correctly. Nevertheless, don't rely on just these techniques--you must study word lists. Obviously, you cannot attempt to memorize the dictionary, and you don't need to. The GRE tests a surprisingly limited number of words, and this book has 4000 prime candidates. Granted, memorizing a list of words is rather dry, but it is probably the most effective way of improving your performance on the verbal section. All the words you need for success on the GRE! Features: * 4000 Words Defined * Word Analysis section * 200 Prefixes, Roots, and Suffixes * Concise, practical definitions

The rapid global spread of the English language has serious linguistic, ideological, socio-cultural, political, and pedagogical implications as it creates both positive interactions and negative tensions between global and local forces. Accordingly, debate about issues such as the native/non-native divide, the politics of an international language, communication in a Lingua Franca, the choice of a model for ELT, and the link between English and identity(ies) has stimulated scholarly inquiry in an unprecedented way. The chapters in this volume revisit, challenge, and expand upon established arguments and positions regarding the politics, policies, pedagogies, and practices of English as an international language, as well as its sociolinguistic and socio-psychological complexities.

New International Business English Workbook Audio Cassette Set (2)Cambridge University Press

Responding to the growing interest in the role of language in international business, this book presents language as a critical management challenge for the internationalizing firm. Several perspectives are explored, including the individual, the firm

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. A modular course for people who either work or plan to work in the tourism, hospitality and travel industries. The core language skills are developed through a range of work-related tasks. This second edition includes practice in writing emails and communication activities aimed specifically at busy professionals.

Essential grammar reference and practice for anyone using English in a business context. Grammar for Business is a must-have for intermediate business students and anyone using English in the workplace. It provides clear explanations and authentic practice of the most essential language used in business English. Designed to help you improve your communication skills in real business situations, it includes a unique focus on spoken as well as written grammar, and practical tips on areas such as organising presentations, negotiating and giving your opinion. Ideal for classroom use and self study.

The most up-to-date business English dictionary created specially for learners of English.

Tracing the treatment of language in international business as represented in the Journal of International Business Studies, this seminal collection critically explores the conceptualizations of language that have been adopted or ignored by international business scholars over the years and showcases nine articles that have played an important role in establishing and advancing the field. In today's increasingly globalized context of business, significantly richer theories from interdisciplinary perspectives are needed to explain the complexity of the interplay between multiple facets of language and how they affect day-to-day operations. With insights from linguistics, psychology and organizational theory, Language in International Business provides an assessment of scholarly efforts to uncover the profound impact that language has on global business today and proposes some important ways in which this nascent field of language in international business may be further advanced. Chapter 9 is licensed under a Creative Commons Attribution NonCommercial-NoDerivs 3.0 Unported License. The Journal of International Business Studies (JIBS) is an official publication of the Academy of International Business and is the top-ranked journal in the field of international business. The goal of JIBS is to publish insightful, innovative and impactful research on international business.

JIBS is multidisciplinary in scope and interdisciplinary in content and methodology. For more information, visit www.jibs.net. The Academy of International Business (AIB) is the leading association of scholars and specialists in the field of international business. A global community of scholars and researchers for the creation and dissemination of knowledge about international business and policy issues, the AIB transcends the boundaries of single academic disciplines and managerial functions to enhance business education and practice. For more information, visit aib.msu.edu

Drawing on descriptive and theoretical advances made in modern linguistics, this elementary textbook provides a succinct step-by-step account of the most important and central English constructions and categories.

A study of the different approaches in Britain and Japan to buyer-supplier relationships.

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.

Get Ready for International Business helps pre-work students and those new to the world of work to use English in the workplace by exposing them to a variety of business and workplace situations and enabling them to practice using English creatively in simulated business contexts. This Student's Book comes with supplementary TOEIC practice.

Using authentic material about real companies, this two-level series teaches the basic language and grammar structures that busy professionals need to communicate effectively in international business. A four-skills course with emphasis on speaking and listening, "Global Links" meets the needs of low-language level students while acknowledging the high level of sophistication that businesspeople bring to their study of English. Authentic texts, documents, graphs, and charts offer realistic practice models, while the text's international focus provides relevant cultural information for doing business worldwide. Student Audio CD Contains selected models and listening activities; included in the "Student Book." Phrase Book A portable reference to key language structures, expressions, and vocabulary plus a glossary of business terms; included in the "Student Book." Complete Audio Program CDs and Audiocassettes All the listening activities, recorded at a natural speed with a variety of native and nonnative accents.

Teacher's Manual Overall and page-by-page teaching suggestions including instructional scripts, answer keys, transcripts of the audio program, and expansion activities and reproducibles for each unit. Test Package Unit-by-unit assessment quizzes and mid-term/final exams featuring TOEIC(R)-type questions, as well as placement tests. www.longman.com/globallinks

English for Business Studies is a course for upper-intermediate and advanced level students who need to understand and discuss business and economic concepts.

Discusses how Anglo-American has become the language of the world, and describes the changes that English has brought to far-away cultures in distant places.

First published in 1999. Routledge is an imprint of Taylor & Francis, an informa company.

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.

David Crystal's classic English as a Global Language considers the history, present status and future of the English language, focusing on its role as the leading international language.

English has been deemed the most 'successful' language ever, with 1500 million speakers internationally, presenting a difficult task to those who wish to investigate it in its entirety. However, Crystal explores the subject in a measured but engaging way, always backing up observations with facts and figures. Written in a detailed and fascinating manner, this is a book written by an expert both for specialists in the subject and for general readers interested in the English language.

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. The Student's Book has been redesigned with many new illustrations and photos to make it more attractive and easier to use. The attached CD-ROM contains an introduction to the BEC Vantage examination and one complete Practice Test including audio.

The video contains three dramatized business stories, two documentaries and two sequences of interviews with professionals about their day-to-day working lives.

This new edition of Friedman's landmark book explains the flattening of the world better than ever- and takes a new measure of the effects of this change on each of us.

The Covid-19 pandemic has induced a crisis grasping the world abruptly, simultaneously, and swiftly. As a critical juncture, it ignited a change of era for international business.

This book illustrates how governments have dealt with the pandemic and the consequent impacts on international business. It also explores the disrupted operations and responses of businesses as their worldwide interconnectivity has been seriously threatened. The book discourses multidirectional aspects of the effects of Covid-19 on international business, ranging from the juxtaposing forces disrupting globalization and installing a change of era through decoupling of technological, production and knowledge flows to its stimulating aspects to the strategic response on business, industry and state level. The book contains thirty chapters that offer a multidimensional interpretation of impacts of Covid-19 on international business theory and practice. Employing the latest state of knowledge on the topic, the book is aimed at international business audience - scholars, students and managers who need to understand better the nature, scope and scale of the impacts of the pandemic on international business.

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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