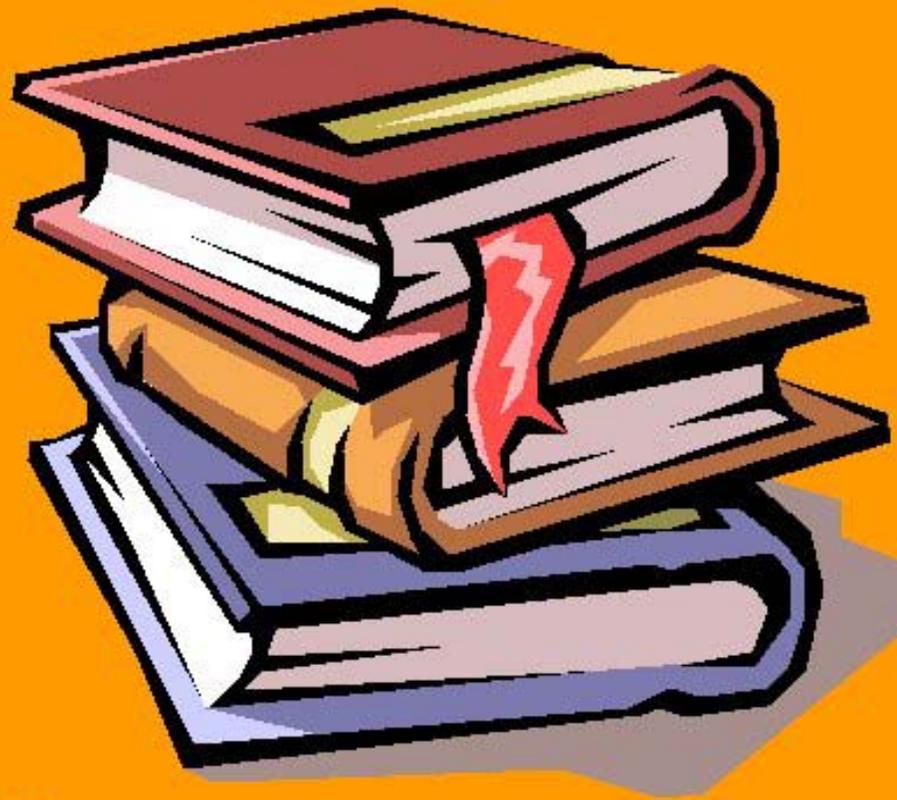


The ESL Connection



ESL
EFL
ESOL

2005

The ESL Source Selected and Evaluated by Teachers

©2005, Caswell & Caswell, 1-800-757-7668
www.teachersmarketplace.com

Dictionaries/Idioms/Business



Biz Talk-1: American Business Slang and Jargon

Contains over one thousand examples of commonly used American business slang terms and jargon, each with a definition and sample sentence to illustrate proper context.

The ten lessons include:

- ◆ General Office Slang (paper-pusher, desk jockey, rat race, etc.).
- ◆ Meeting/Negotiation Jargon (to have the floor, to table a discussion, win-win situation, etc.).
- ◆ Business Travel Jargon (jet lag, business class, the red-eye, etc.).
- ◆ Sports Terms Used in Business (ballpark figure, pinch hit, game plan, etc.) and six others.

Special sections examine

- ◆ Advertising Slang and Jargon
- ◆ Finance Slang and Jargon
- ◆ Marketing Jargon.

Also discussed are innocent American gestures that can be misinterpreted as offensive or obscene in other countries. Includes glossary and answer key. 254 pgs, 6" by 9" softcover with illustrations. 94401720P Book \$16.95

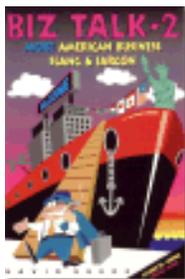
Biz Talk 2: More American Business Slang and Jargon

Over six hundred terms are covered in ten chapters relating to international trade, politics, management, computers, and finance. Chapters include:

- ◆ General Business Slang and Jargon (all systems are go, in a nutshell, knock-off, etc.).
- ◆ International Trade Slang and Jargon (bill of lading, export merchant, customs, etc.).
- ◆ Bureaucratise (causal factors, past history, dysfunctional, etc.).
- ◆ Management Slang and Jargon (business plan, downsizing, to reinvent the wheel, etc.) and six others.

Word games, context exercises, crossword puzzles, and quizzes test the student's knowledge. Answer key and glossary are included. 300 pgs, 6" by 9" softcover with illustrations.

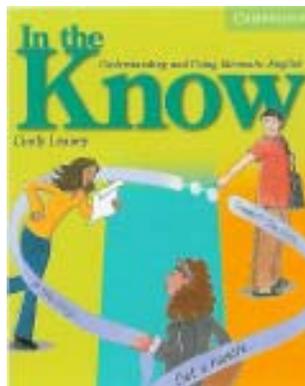
94401990P Book \$16.95



Oxford Dictionary of Business English For Learners of English

Edited by Allene Tuck, Intermediate-Advanced

This dictionary includes up-to-date vocabulary from the main areas of business: accounting, advertising, banking, computing, international trade, law, management, sales, and the stock exchange. The words and phrases used in meetings and presentations to describe manufacturing processes, distribution systems, and sales performance are also provided. 431440-5 Oxford Dict. of Bus English \$17.95



NEW

In The Know: Understanding and Using Idiomatic English

Cindy Leaney

Intermediate to High-Intermediate

In the Know: Understanding and Using Idiomatic English is the last word on idioms as they are used today. Based on extensive research in the Cambridge International Corpus, *In the Know* has 40 four-page units that deal with idioms in contexts like communicating, money, and relationships; idioms that describe concepts such as danger, honesty, and success; and idioms based on key words such as colors and parts of the body. Idioms in each unit are usually presented in a short dialog or story; the practice pages that follow are divided into three sections - Focus on Meaning, Focus on Form, and Focus on Use - that provide dozens of different exercise types to help students master the phrases. A reference section gives definitions and examples from the Cambridge Dictionary of American Idioms to give students a resource for checking the idioms they've learned. An answer key is included.

545420CA Student Book \$19.00

Dictionaries

Robert Takes Over

by Anne Maclachlan with Lindy Ferguson, *intermediate*

The reader controls Robert's destiny through a series of hilarious misadventures. Reading comprehension questions, grammar exercises, and vocabulary quizzes are encountered at end of every unit. Students will be able to acquire new vocabulary and an increased confidence in their reading and thinking skills. The multidirectional story line promotes many different readings (there are 9 chapters and eleven choices to make). Written by teachers with over twenty years of ESL experience. 116 pages
94402610P Book \$18.95



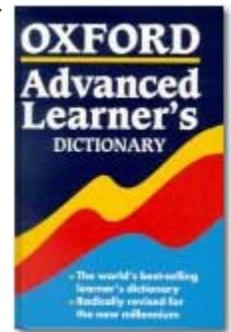
Oxford Advanced Learner's Dictionary, Sixth Edition

A. S. Hornby. Editor, Sixth Edition: Sally Wehmeier

High Intermediate-Advanced
The world's leading dictionary for learners of English, meeting all their reference needs.

It includes:

- ◆ 80,000 references.
- ◆ 10,500 idioms and phrasal verbs.
- ◆ 4,500 NEW words and meanings.
- ◆ 2,000 words illustrated.
- ◆ 82,000 examples.
- ◆ Full coverage of American English and pronunciation.



Plus

- ◆ 8 pages of full-color maps.
- ◆ Reference section including information on geographical names, numbers, punctuation, and irregular verbs.
- ◆ Easy-to-use.
- ◆ Rapid-access page design, with shortcuts to the right meaning in long entries.
- ◆ Easy definitions using the carefully chosen defining vocabulary of 3,000 words.
- ◆ Guide to phonetic symbols on each page.

Using English

- ◆ Simple patterns show how to use verbs in context.
- ◆ Hundreds of notes provide the exact information students need on grammar, register, and usage where they need it.
- ◆ 16 language study pages help students to understand clearly how language works. Synonyms and opposites are shown.
- ◆ Building Vocabulary.
- ◆ Illustrations (including 8 pages in full-color) show vocabulary items in related groups.
- ◆ 10 illustrated topic pages provide essential vocabulary and show how to use it.
- ◆ Vocabulary notes show students how to improve and enrich their writing.

Oxford Advanced Learner's Dictionary 6th Edition

431672-6	Dictionary Hardcover	\$31.95
431673-4	Dictionary Paperback	\$25.95
431585-1	Dictionary w/Genie CD-ROM	\$29.95
436795-9	CD-ROM (single user)	\$49.95

Oxford Elementary Learner's Dictionary of English

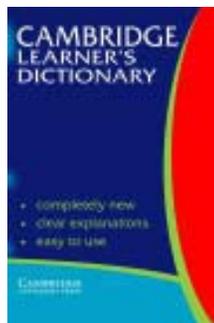
Edited by Angela Crawley

Beginning-Low Intermediate

This illustrated dictionary helps develop basic reference skills and provides accessible information on the meaning and use of essential vocabulary. Definitions are given in clear, simple English, and most are reinforced by example sentences and phrases. Contractions and abbreviations are fully explained in separate entries.

431275-5 Oxford Elem Learner's Dict. \$16.95

NEW
2nd Edition



Cambridge Learner's Dictionary

Cambridge Learner's Dictionary is a major new dictionary based on the *Cambridge International Corpus*. Ideal for **intermediate** students, this dictionary has been written by experienced ELT teachers and is based on extensive research in classrooms around the world. The dictionary is also available with a CD-ROM, making it perfect for use at home or in the classroom. *Clear, attractive layout, with hundreds of illustrations *35,000 meanings explained in simple words *Guidewords help you find the meanings you want *Thousands of lively and typical examples *Grammar rules presented clearly and simply. *A Study Section helps students with topics such as classroom language, phrasal verbs, and the Internet *Pronunciations use the International Phonetic Alphabet *Usage notes based on the *Cambridge Learner's Corpus* tackle problem words *British and American English covered. * Hundreds of interactive exercises can be printed for classroom use or done on-screen.

543819CA	Learner Dict. w/CD-ROM	\$ 19.00
543800CA	Learner Dict. w/o CD-ROM	\$ 17.00
545021CA	Learner Dict. w/Network CD-ROM	\$350.00 (30 stations)

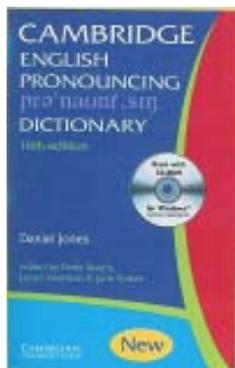
Dictionaries/Foreign

Cambridge International Dictionary of Phrasal Verbs

An invaluable new reference book for learners who need to master this notoriously difficult aspect of the English language. Based on evidence from the *Cambridge International Corpus*, this book provides clear and simple explanations of over 4,500 phrasal verbs current in British, American and Australian English today. It uses a carefully controlled defining vocabulary, making all explanations easy to understand. It contains thousands of example sentences, showing phrasal verbs in context and gives clear information on grammar and collocation without using complicated codes. In addition, it gives students guidance on the most useful phrasal verbs to learn and includes exercises enabling students to practise phrasal verbs. It also contains theme panels presenting phrasal verbs in topic groups [e.g. relationships: chat up, ask out, settle down, split up].



565588CA	Paperback	\$28.00
562996CA	Hard Cover	\$42.00



NEW
Edition

Cambridge English Pronouncing Dictionary 16th Edition

Daniel Jones, Edited by Peter Roach, James Hartman

A major new edition of the classic guide to English pronunciation: *Over 18, 000 new entries added *Full coverage of North American pronunciation *New, clearer layout *Stress patterns of thousands of compounds and idioms Areas of coverage have been selected to reflect today's interests and needs, and, as well as general vocabulary, include: *People: from ancient times to people in the news today *Places: thousands of British and US place names as well as major towns and cities of the world *Science and technology: including computing, medicine and communications * Literature: authors, place names and characters from major works of literature *Encyclopedic: religions, philosophies, historic events. All pronunciations use the International Phonetic Alphabet.

017122CA	Paperback	\$ 28.00
017130CA	Paperback w/CD-ROM	\$ 38.00
816939CA	Hardcover	\$ 39.00
531594CA	Network CD-ROM	\$350.00

Cambridge Word Selector

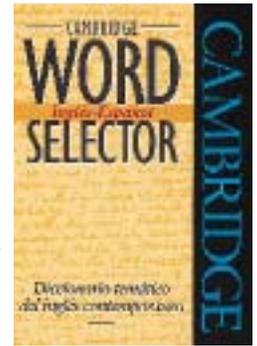
Inglés-Español

Diccionario temático del inglés contemporáneo

Michael McCarthy

Word Selector Inglés-Español

is one of a unique new range of bilingual reference books for learners of English. Words and phrases are organised around key concepts and near-synonyms in English are clearly differentiated. **Word Selector** contains: 1) 450 word groups organised either by topic (e.g. Hospital, Aircraft) or concept (e.g. Understand, Strength), and built around a core vocabulary. This section is highly illustrated with line drawings. 2) Language for Communication: 48 sections comprising a unique collection of everyday conversational phrases for different situations (e.g. Expressing Surprise, Telephoning), and their nearest equivalents in the learner's own language. 3) An alphabetical index of all English headwords (including IPA pronunciations) and an alphabetical index of all translations. Word Selector gives clear and detailed information on grammar and collocation, and has thousands of example sentences, as well as extensive coverage of idioms. The learner's own language is used in all explanations, and the needs of Spanish-speaking learners are specifically covered. American English is included.



425824CA	English-Spanish	\$28.00
425832CA	English-French	\$28.00
42223XCA	English-Italian	\$28.00
480256CA	Eng-Italian HC	\$39.00

Diccionario Oxford Escolar

para Estudiantes Mexicanos de Inglés Español-Inglés, Inglés-Español Intermediata

This dictionary features more than 52,000 references, idiomatic expressions, and examples. The illustrations and grammar notes, plus the coverage of culture and usage, make it invaluable for Mexican students learning about the English language and related cultures.

431178-3	Diccionario Oxford Escolar	\$16.95
----------	----------------------------	---------

Dictionaries with CD-ROM

Cambridge Dictionary of American English

KEY FEATURES OF THE DICTIONARY

Intermediate to Advanced

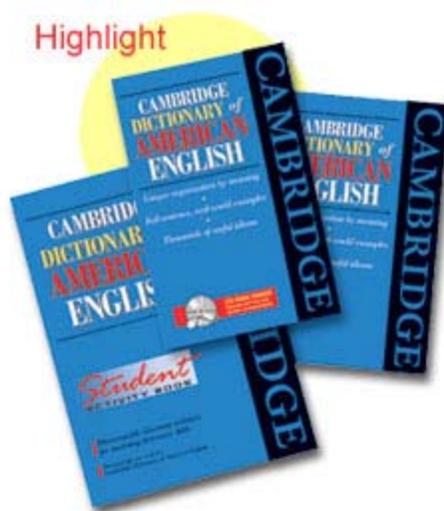
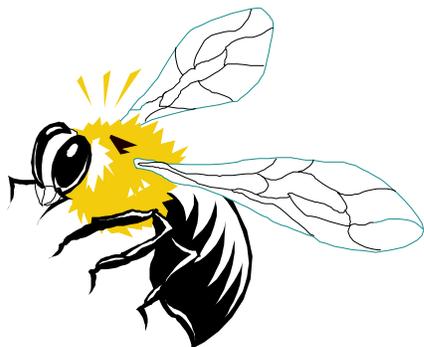
Learners and users of English everywhere now have the tool they need to read, write, and understand current American English. Based on careful examination of the *Cambridge International Corpus*, a computerized resource that contains 100 million words of current American English, and on advice from ESL/EFL consultants around the world, the **Cambridge Dictionary of American English** is the most authoritative presentation of American vocabulary as it is used today.

Exact, accurate definitions and authentic, full-sentence examples give learners the information they need to read and write more effectively and understand English more fully. The *Cambridge Dictionary of American English CD-ROM*, available with the book, brings electronic dictionaries into the twenty-first century with Weblike hyperlinks and advanced search functions. And the *Cambridge Dictionary of American English Student Activity Book* offers practical activities to develop learner's dictionary skills.

Summary of key features:

- ◆ Organized by meaning to help learners use English effectively.
- ◆ Guidewords help you quickly find the exact meaning you are looking for.
- ◆ 2,000-word defining vocabulary makes definitions easy to understand.
- ◆ 3,000 American English idioms, with clear definitions and examples of use, are easy to locate with the Idioms Index.
- ◆ Language Portraits provide in-depth explanations of difficult grammar, vocabulary, spelling, and punctuation topics.
- ◆ More than 40,000 frequently used words and phrases from business, school, technology, the arts, and everyday life are included.

77974XCA	Book with CD-ROM	\$ 25.00
477611CA	Book w/o CD-ROM	\$ 20.00
776643CA	Student Act. Book	\$ 8.50
799155CA	Network CD-ROM	\$160.00



KEY FEATURES OF THE STUDENT ACTIVITY BOOK

Written especially for use with the **Cambridge Dictionary of American English**, the *Activity Book* helps learners gain the skills they need to use a learner's dictionary and to help them understand the unique features of the dictionary. It includes photocopiable exercises, quizzes, and puzzles that focus on

- ◆ finding the right meaning by using Guidewords and parts of speech.
- ◆ understanding what's on the dictionary page.
- ◆ making sense of grammar codes.
- ◆ finding idioms, compounds, and phrasal verb entries.
- ◆ interpreting labels and usage notes.
- ◆ understanding how the International Phonetic Alphabet is used in this dictionary.
- ◆ A friendly skills book that doesn't talk down to learners, the *Cambridge Dictionary of American English Student Activity Book* serves as a handbook for getting the most out of this dictionary.

KEY FEATURES OF THE CD-ROM

The *Cambridge Dictionary of American English CD-ROM* combines state-of-the-art technology with the most up-to-date dictionary available.

Pronunciations of all entry words, recorded by real people, let you hear how they are pronounced.

- ◆ Advanced search tools let you choose words that match particular parts of speech, grammar codes, or labels.
- ◆ Sophisticated indexes enable fast lookups of words and phrases.
- ◆ Notations feature lets you attach your own notes to any entry in the dictionary.
- ◆ Hyperlinks connect entries to related pictures and Language Portraits.

Dictionaries/CD Roms

Oxford Advanced Learner's Dictionary on CD-ROM

ADVANCED

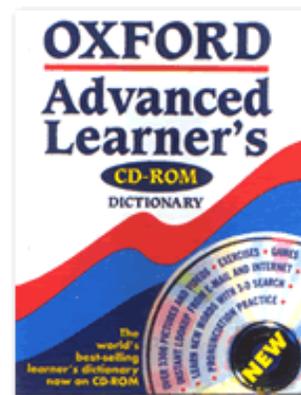
A powerful language-building tool based on the Sixth Edition of the highly-acclaimed *Oxford Advanced Learner's Dictionary*.

Key features:

- ◆ Fast, powerful, and flexible searching.
- ◆ Over 500 interactive photos and illustrations.
- ◆ Thousands of images to illustrate entries and reinforce students' vocabulary.
- ◆ Educational games with thousands of permutations.

New features for the New Edition

- ◆ Links to word processor, web browser, and Internet e-mail.
- ◆ Spellcheck facility.
- ◆ Spoken headwords which provide a model for correct pronunciation with authentic voices.
- ◆ Pronunciation practice module which allows students to listen to the correct pronunciation then record their own for comparison.
- ◆ Hundreds of grammar and vocabulary exercises.
- ◆ Dozens of video clips to help with difficult verbs.
- ◆ Thousands of extra examples specially written for the electronic edition.



Oxford Advanced Learner's Dictionary on CD-ROM

436795-9 Oxford Ad. Learner's Dict. on CD-ROM \$49.95

System requirements: Windows CD-ROM

IBM PC or full compatible. 66MHz 486 processor or above. 8Mb RAM (16Mb for Windows 95). 8Mb free on hard disk. SVGA monitor (640 x 480 screen resolution capable of displaying minimum 256 colors). Windows-compatible double-speed CD-ROM drive. Windows 95, 98 Windows NT4 or higher. DOS3.3 or higher. Microsoft mouse or compatible. Optional: Sound Blaster sound card or compatible. Headphones or speakers.

NEW!

Oxford Advanced Learner's Dictionary with Genie CD-ROM

Now available with Genie CD-ROM! Click on a word, or simply point to it with your cursor in a web browser, and the dictionary definition will appear in a small window on your desktop. You can also hear the word pronounced.

Oxford Advanced Learner's Dictionary 6th Edition with Genie CD-ROM

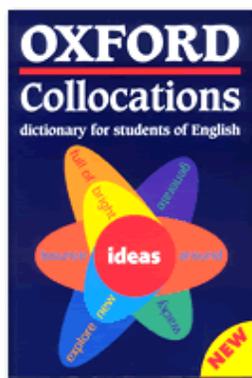
431585-1 Oxford Dict. w/Genie CD-ROM \$29.95

NEW!

Oxford Collocations

Dictionary for learners of English High Intermediate - Advanced
A completely new dictionary that will help students write and speak natural-sounding English.

Collocations are common word combinations such as *speak fluently, meet a challenge and winning formula*.



They are essential building blocks for natural sounding spoken and written English.

This unique dictionary:

- ◆ Gives over 170,000 collocations for nearly 12,000 words: nouns, verbs, and adjectives.
- ◆ Shows how words are used with nouns, verbs, adjectives, adverbs, and prepositions, as well as in common phrases.

Easy to use

- ◆ Features a clear page design to help pinpoint the word, sense, and collocation.
- ◆ Groups collocations according to part of speech and meaning.
- ◆ Provides copious example sentences that show the collocations in context.
- ◆ Includes short notes showing restrictions on usage and explains idiomatic combinations.

For Classroom or Self Study

- ◆ Illustrated topic pages group together collocations from areas such as computing, fruit and meetings.
- ◆ Photocopiable study pages provide a guide to the different types of entries, showing the variety of information the dictionary offers and how to use it.
- ◆ Usage notes show collocations shared by sets of words such as languages and seasons.

431243-7 Oxford Collocations Dict \$24.95

Grammar

The Grammar Handbook

Irwin Feigenbaum

Intermediate-Advanced

This book provides clear and detailed explanations of the forms and uses of grammatical structures and patterns. Each explanation is followed by practical exercises that check student comprehension. Features include a step-by-step presentation of grammar points in simple, everyday language and numerous examples. An extensive index is also included.

434107-0 The Grammar Handbook \$19.95

A Basic English Grammar

John Eastwood and Ronald Mackin

Beginning-Intermediate

This book presents grammar structures in short example sentences accompanied by concise notes on form and use. A separate book of Exercises includes an *Answer Key*

432940-2 A Basic English Grammar \$12.95

How English Works: A Grammar Practice Book

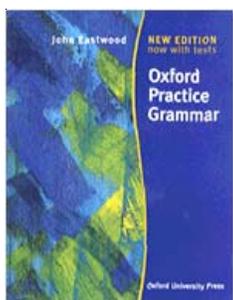
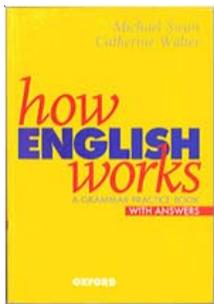
Michael Swan and Catherine
Walter

Intermediate-Advanced

How English Works makes grammar practice interesting by presenting rules that are easy to understand and remember, with exercises that entertain as they teach. The book can be used successfully for self-study or in class. It offers:

- ◆ Short, clear grammar explanations and rules.
- ◆ Information about spoken and written grammar.
- ◆ Simple, reliable examples.
- ◆ Hundreds of illustrations.
- ◆ A useful *Answer Key*.

431456-1 How English Works \$19.95



Oxford Practice Grammar

New Edition

John Eastwood

Intermediate-High Intermediate

This book contains explanations of a comprehensive range of grammar topics with exercises that provide practice in form and use. Example sentences, stories, and illustrated conversations show how structures are used. Review units, twenty-five tests, and an *Answer Key* are also included.

431370-0 Oxford Practice Grammar \$19.95

431427-8 CD Rom w/ answers \$21.95

A Practical English Grammar

A.J. Thompson and A.V. Martinet

Intermediate

This classic reference grammar offers:

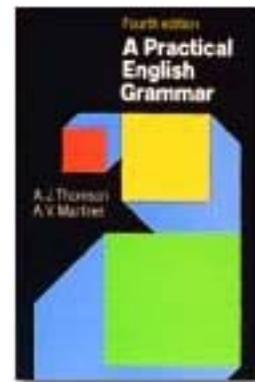
- ◆ Clear explanations of structures, with emphasis on their functions and meanings.
- ◆ Many example sentences illustrating contemporary spoken and written usage.
- ◆ Frequent comparisons between formal and informal styles.

The Exercises can be used with or without the grammar. They include an *Answer Key*.

431342-5 A Prac. English Grammar \$17.95

431343-3 Exercises 1 \$ 8.95

431344-1 Exercises 2 \$ 8.95



Practical English Usage

New Edition

Michael Swan

Intermediate-Advanced

This unique reference guide addresses problem points in the language. It gives information and advice that is practical, clear, reliable, and easy to find. Most of the book is about grammar, but it also covers selected points of vocabulary, idiom, style, pronunciation, and spelling. *Practical English Usage* includes:

- ◆ Over 600 concise, authoritative entries.
- ◆ Examples of common mistakes.
- ◆ Illustrations of stylistic differences.
- ◆ Cross-references between related entries.
- ◆ A glossary of language terminology.
- ◆ A complete index.

431197-X Practical English Usage \$22.95

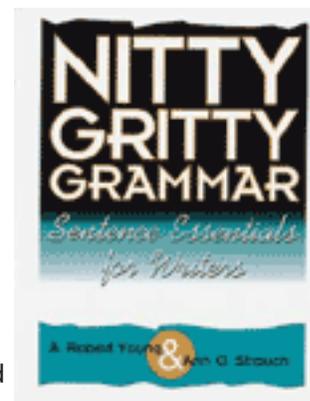
Nitty Gritty Grammar Sentence Essentials for Writers

A. Robert Young, Ann O.
Strauch, High Beg.

This text focuses on the most common sentence-level errors made among developing ESL writers by using reading excerpts and group activities to illustrate correct usage.

657849CA Student's Book \$28.00

657830CA Instructor's Manual \$ 7.50



Grammar

Intermediate Grammar

From Form to Meaning and Use

Susan Kesner Bland
Intermediate

Intermediate Grammar treats the student as a thinking adult with identifiable language needs. Intermediate students may have seen, heard, or used most of the structures in the book, but are unable to sustain accurate and appropriate use of them. Intermediate Grammar works toward more consistent use of structures in everyday situations, and helps the learner move beyond these contexts to more abstract language use.

Intermediate students encompass a wide range of English skills, knowledge, and learning styles, which can make teaching them a real challenge.

Intermediate Grammar provides the resources you need to accommodate these differences and keep your students interested and engaged. Many students seem unaware of the "grammar" all around them in daily life.

Intermediate Grammar helps you help your students to become more language-aware and to incorporate a wider range of grammatical forms into the language they use.

Intermediate Grammar is clear, informative, easy-to-use, and flexible. It works equally well as a classroom text, reference, or practice book.

- ◆ The form, meaning and use of each structure are clearly presented and then specifically practiced, giving students ample opportunity to internalize the functions of each form.
- ◆ Authentic language in examples creates contexts that reflect students' actual encounters with English.
- ◆ Accurate explanations describe actual language use and take into account differences between written and spoken registers.
- ◆ Abundant exercises provide all the practice students need, ranging from controlled work on form to more communicative work on meaning and use.
- ◆ Intellectually engaging tasks call upon students' judgment, creativity, and problem-solving skills.
- ◆ Self-study features encourage learner independence.
- ◆ *Chapter Summaries* provide an overview of form, meaning and use.
- ◆ The *Glossary of Grammar Terms* offers clear explanations and examples of all the terms used in the book.
- ◆ The *Appendices* include all the usual lists-irregular verbs, two and three word verbs, gerunds and infinitives, spelling and pronunciation rules-as well as some less usual ones, such as reporting verbs.
- ◆ The detailed *Index* offers students multiple ways to look up information; they can access entries by form, meaning or use and do not need to know grammatical terms to do this.

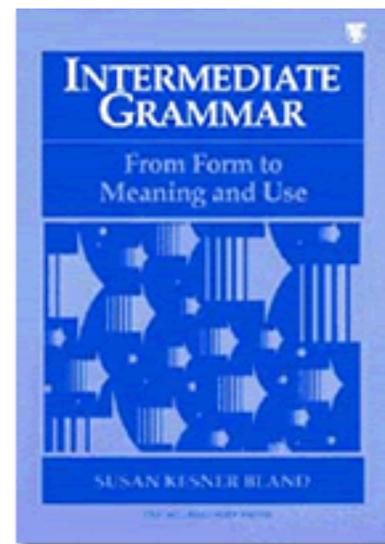
Split Editions

Intermediate Grammar is also available in split editions. **Volume A** covers chapters 1-7, and **Volume B** covers chapters 8-17.

Teachers Guide

- ◆ Provides presentation ideas and extension activities.
- ◆ Offers photocopiable assessment and achievement quizzes, plus an Answer Key.

434366-9	Student Book	\$19.95
435276-5	Volume A	\$11.95
435277-3	Volume B	\$11.95
434367-7	Teacher's Book	\$18.50



Grammar Troublespots

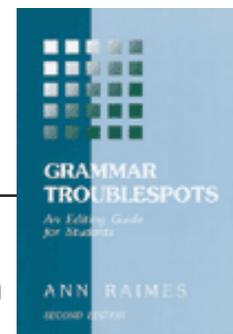
An Editing Guide for Students, Third Edition

Ann Raimés, *High Intermediate to Low Advanced*

The second edition of **Grammar Troublespots** offers a modified version of the grammar-editing section that is included in the extremely successful *Exploring Through Writing: A Process Approach to ESL Composition, Third Edition*.

◆ Illustrates 21 of the errors most prevalent among students through self-diagnostic flowcharts, explanations, and exercises. Includes new sections on modal verbs and idioms. Features a redesigned text for more accessible rules.

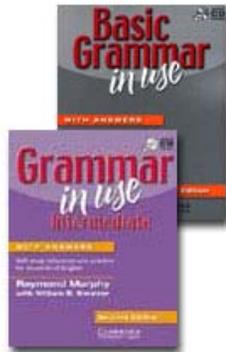
532868CA	Student's Book	\$19.00
----------	----------------	---------



Grammar

Grammar In Use

Grammar in Use is a highly successful two-level grammar series known for its clear explanations and innovative format. Every unit is a two-page spread, with presentation of grammar points on the left-hand page and practice exercises on the right. A unique combination of reference and practice, *Basic Grammar in Use* and *Grammar in Use, Intermediate* can be used as classroom texts or for self-study. The new editions of these books include Audio CDs packaged with the texts, fuller explanations of troublesome grammar points, and more exercises. Both books are available in editions with or without answers.



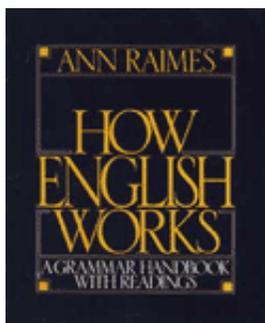
COMPONENTS

Basic Grammar In Use, 2nd Edition

626005CA	Text w/Answers, 1 CD	\$33.00
625998CA	Text w/o Answers, 1 CD	\$27.00
797187CA	WB w/Answers	\$19.00
797179CA	WB w/o Answers	\$17.00

Grammar In Use, Intermediate, 2nd Edition

62598XCA	Text w/Answers, 1 CD	\$33.00
625971CA	Text w/o Answers, 1 CD	\$27.00
797209CA	WB w/Answers	\$19.00
797195CA	WB w/o Answers	\$17.00



How English Works: A Grammar Handbook with Readings

Ann Raimés, High Beginning
Using an inductive approach to teaching grammar, this text features readings from newspapers, works of nonfiction, and

college textbooks to illustrate the target structures.

- ◆ Engages students with topics that range from artificial intelligence and portable computers to the environment and economics.
- ◆ Introduces 27 important areas of English grammar.
- ◆ Provides a real-world context that allows students to see how the English language really "works."

65758XCA	Student's Book	\$29.00
657571CA	Instructor's Manual	\$ 7.50

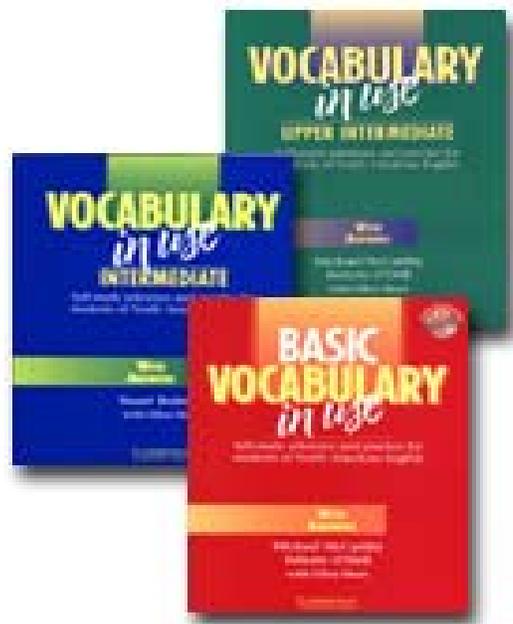
Real Life English Grammar

Low Beginning-Intermediate ESL 4 book softcover series

Reinforce the sentence structures used most often. If your ESL learners need extra help with grammar, give them practice that also builds critical competencies. 64 pages.

46255SV	Low Beginning Book 1	\$12.40
46271SV	Beginning Book 2	\$12.40
46298SV	Low Intermediate Book 3	\$12.40
4631XSV	Intermediate Book 4	\$12.40

Vocabulary in Use



Vocabulary in Use is an innovative, corpus-based, three-level series that helps learners master more than 6,000 words and phrases in North American English. Each level presents vocabulary items in context, introducing new items in manageable two-page units. The easy-to-use format presents content- or grammar-based vocabulary on the left-hand page and engaging practice activities on the right-hand page.

COMPONENTS

Basic Vocabulary in Use,

Vocabulary in Use, Intermediate

Vocabulary in Use, Upper Intermediate

78865XCA	Basic St. Bk w/Ans.	\$28.00
788641CA	Basic St. Bk w/o Ans	\$28.00
634776CA	Int St. Bk w/Ans.	\$27.00
634784CA	Int St. Bk w/o Ans	\$23.00
577683CA	Upper Int St. Bk w/Ans	\$27.00
577004CA	Upper Int St. Bk w/o Ans	\$23.00

American/Vocational

Speaking Up at Work

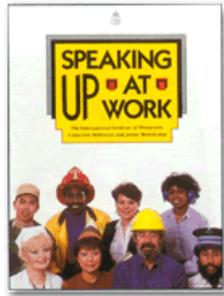
Catherine Robinson and Jenise Rowekamp
Intermediate

This text helps students develop the language skills and cultural awareness they need to succeed at work. The book addresses both the basic workplace language students need in order to do their jobs well and the social language that will help them get along with fellow employees and supervisors. Among the workplace topics addressed are the following: understanding work schedules, clarifying instructions, asking for help, calling in sick, observing safety precautions, dealing with mistakes, work conditions, benefits, understanding W-4 forms, paying taxes, and advancement. Social topics include talking about families, weekend plans, and the weather. Each unit offers extensive speaking and listening practice, as well as on-the-job simulations and role plays. Reading and discussions provide insight into how the American workplace functions, allowing students to see cross-cultural differences.

Speaking Up at Work

434196-8	Student Book	\$12.95
434197-6	Teacher's Manual	\$ 8.95

**Recommended for
ESL Civics**



Spotlight on the USA

Randee Falk
Intermediate

Spotlight on the USA is an absorbing, comprehensive look at America, filled with high-interest reading passages on the prominent regions of the United States. The informative reading passages tell all about these great and diverse American regions, including the famous personalities and events that have helped shape their histories. **Spotlight on the USA** is written in a concise, engaging, and often anecdotal style that captures students' interest. A special introduction entitled "The American People" describes the many facets of American culture to your students. Units discuss family, religion, and political and educational systems, as well as other institutions that play an important role in the everyday lives of Americans.

Spotlight on the USA offers your students all this and more:

- ◆ Beautiful full-color illustrations and photographs in each reading passage heighten students' interest by allowing them to visualize the places they are reading about.
- ◆ Puzzles and games at the end of each reading passage reinforce topics and vocabulary from the passage in fun and interesting ways. An *Answer Key* is provided at the back of the book.
- ◆ Discussion points at the end of every unit encourage cross-cultural comparisons of the topics and issues through a wide variety of activities.
- ◆ Glossaries at the end of every unit provide students with concise, easy-to-understand definitions.
- ◆ Maps featured throughout the text help students locate the geographical location of the areas highlighted in the readings.

434235-2	Spotlight/USA	\$15.95
----------	---------------	---------

**Recommended for
ESL Civics**

Speaking of Survival

Daniel B. Freeman

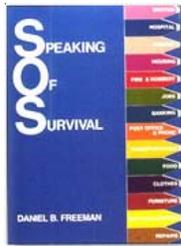
High Beginning - Low Intermediate

Speaking of Survival is a flexible text designed to provide adults with the vocabulary they need to cope in vital areas. The book is divided into fourteen topic areas, including transportation, housing, emergencies, jobs, post office and phone, and banking. The self-contained units focus on the four language skills. Each unit follows the same format: a full-color, contextualized illustration introduces the topic area and relevant vocabulary; conversations cued by illustrations present new language; oral and written exercises reinforce vocabulary and structures; reading selections provide additional information on the context; and discussion questions give students the chance to express their opinions.

A *Cassette* includes the conversations and new vocabulary in each unit.

Speaking of Survival

503110-5	Student Book	\$12.95
434105-4	Cassette	\$17.50



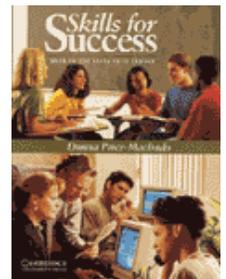
Skills for Success Working and Studying in English

Donna Price-Machado

Skills for Success integrates English language instruction with the competencies essential for succeeding on the job or in an academic setting. This learner-centered text gets students reading, talking, and writing about such topics as building self-confidence, handling criticism, managing a successful job interview, and making small talk with colleagues.

All content and activities in **Skills for Success** are informed by the SCANS competencies, developed by the Secretary's Commission on Achieving Necessary Skills to help people become job-ready more quickly or to thrive in their existing jobs.

657423CA	Student's Book	\$20.00
657415CA	Teacher's Manual	\$ 7.50



Business Resources

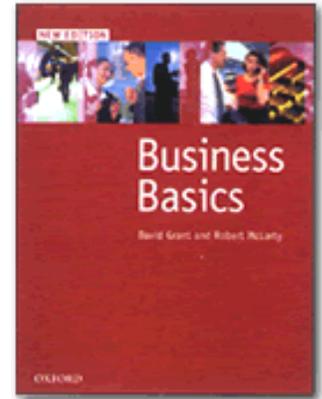
Business Basics, New Edition

David Grant and Robert McLarty
Beginning - Pre-Intermediate

This is a complete first course in English for business, providing a systematic and thorough coverage of basic language structures and skills. The material is up-to-date and credible, with real companies and business people featured throughout. Units can be taught in any order, making the course flexible.

The *Student Book* includes a grammar summary, role-play notes, a glossary and the tapescripts. The *Teacher's Book* includes classroom notes, answers to all the exercises, and an annotated version of the tapescript. The *Workbook* offers extension activities with an answer key provided.

457340-0	Student Book, New Edition	\$15.95
417342-7	Teacher's Book, New Edition	\$ 8.95
457341-9	Workbook, New Edition	\$ 8.25
457343-5	Cassette (2) New Edition	\$31.95
457362-1	Audio CD (2)	\$35.95



Business Basics Personal Cassettes

These cassettes follow the syllabus and unit structure of *Business Basics*, providing 180 minutes of extra listening material. As students complete each unit of the *Student Book* in class, they can practice listening on their own. The accompanying reference booklet contains useful vocabulary and phrases plus a tapescript for the listening material.

457278-1	Cassette (2)	\$31.95
----------	--------------	---------

Business Objectives

Vicki Hollett

Winner, The English Speaking Union's Duke of Edinburgh Award

Low Intermediate

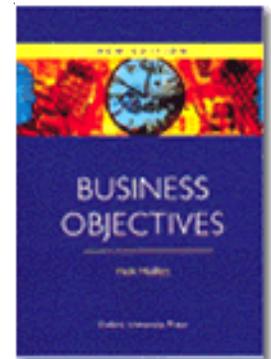
Business Objectives is built around a clear structural syllabus.

The language work in each of the 15 units offers:

- ◆ Controlled grammar practice.
- ◆ A substantial amount of listening work.
- ◆ Systematic teaching of relevant vocabulary.
- ◆ Challenging activities that encourage students to use their own business experience.
- ◆ Authentic material from real firms.

The *Teacher's Book* includes answers to all of the exercises, full tapescripts, and classroom notes for each unit. A *Pairwork Activity Book* provides extended speaking practice for students in a variety of authentic business situations. Two self-study *Cassettes* provide extensive listening practice in everyday business situations with an accompanying booklet containing the tapescript and useful vocabulary. The *Workbook* provides interesting and challenging exercises. An *Answer Key* is provided.

451391-2	Student Book	\$15.95	451393-9	Teacher's Book	\$10.50
451396-3	Pairwork	\$ 7.95	451392-0	Workbook	\$ 7.95
451394-7	Cassette	\$17.50	457028-1	Personal Cass (2)	\$31.95
			451372-6	Audio CD	\$35.95



Business Opportunities

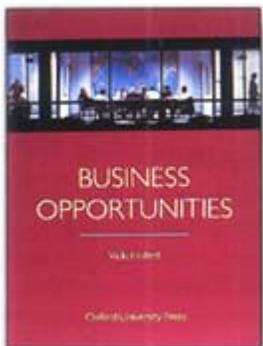
Vicki Hollett, Intermediate

Winner, The English Speaking Union's Duke of Edinburgh Award

This book is based on a comprehensive language syllabus that develops in the context of everyday business functions. The 14 units provide opportunities for practicing language in a range of specific and general professional situations, while offering opportunities to practice all four language skills, especially listening and speaking.

Business Opportunities

452028-5	Student Book	\$15.95
452029-3	Teacher's Book	\$ 8.95
452031-5	Workbook	\$ 7.50
452030-7	Cassette	\$17.50



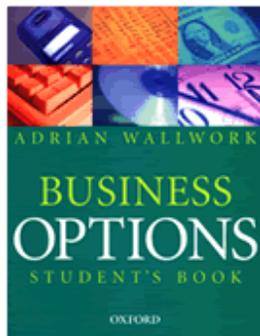
Business Resources

Business Options

Adrian Wallwork

High-Intermediate

Business Options is a course for professional people from all areas of business. It follows the communicative, functional approach which is a hallmark of Oxford business courses, and extends this with development of business skills appropriate to the needs of upper-intermediate students. The course is structured around fourteen theme-based units such as "Performance" and "Trade," which focus on real business situations, both formally inside the workplace and informally on social occasions. A strong feature of the material is its attention to social and cultural awareness, often the most difficult area for students at this level. Key features of the course include:



- ◆ Emphasis on development of social skills in a cross-cultural environment.
- ◆ Each unit is discrete so units can be used in any order.
- ◆ Speech production tasks featured to help students learn how to sound confident and thus communicate more effectively.
- ◆ Each unit includes a meeting on the unit theme, which can be formal or informal as appropriate.
- ◆ "Table Talk" section as a feature of each unit, to encourage students to develop conversational skills outside their normal area of work.
- ◆ *Cassettes* include improvised listening passages to build confidence in listening to the natural, unscripted speech.

The complete **Business Options** course is comprised of the *Student Book*, a *Teacher's Book* with photocopiable progress tests and extension activities, a *Workbook*, and two audio *Cassettes*.

Business Options		
457234-X	Student Book	\$17.95
457235-8	Teacher's Book	\$10.95
457236-6	Workbook	\$ 8.95
457237-4	Cassettes (2)	\$31.95
457218-8	Audio CD	\$35.95

Necessary Skills for the Workforce

2 book softcover series

Adult Learners gain confidence as they practice with the forms they are likely to encounter in applying for a job, renting a home, and other essential activities.

Bound-in answer key. 128 pages.

63829SV	Housing and Safety	\$14.00
63810SV	Job Readiness	\$14.00

Business Venture

New Edition

Roger Barnard and Jeff Cady

High Beginning - Low Intermediate

The new two-level edition of **Business Venture** contains a great deal of new and updated material while retaining many of the most popular features of the original course, including the carefully graded language practice, paced listening activities, and the Culture Files. The new edition of the Student Book has a wide range of authentic business settings and more dialogue practice, pair work, and information-gap activities. It also contains a business board game for language practice. The Teacher's Book offers notes, ideas for extra activities, photocopiable activities and tests. The Workbook that includes an Answer Key, contains supplementary practice activities. The Cassette contains listening passages for each unit and features a wide variety of international voices.



457238-2	Student Book 1	\$15.95
457239-0	Teacher's Book 1	\$10.50
457240-4	Workbook 1	\$ 7.95
457246-3	Cassette 1	\$17.50
457325-7	Student Book 2	\$15.95
457327-3	Teacher's Book 2	\$10.50
457326-5	Workbook 2	\$ 7.95
457328-1	Cassette 2	\$17.50
457445-8	Audio CD 1 (2)	\$35.95
457446-8	Audio CD 2 (2)	\$35.95

Oxford English for Information Technology

Eric H. Glendinning and John McEwan

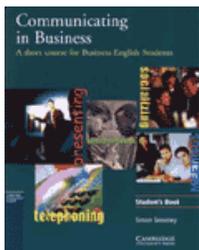
Intermediate

This is an easy-to-use yet serious course for students who are specializing in computing and information technology. It reviews and offers practice of grammar and functions that are appropriate for the needs of IT specialists. All four language skills are consolidated and developed through a variety of authentic, interesting, and topical texts and visual materials. The *Teacher's Guide* includes a full introduction to the topics in each unit for teachers who are not IT specialists. It provides teaching objectives, teaching notes, and an answer key, listening script and photocopiable progress tests. The *Audio Program*, available on *CD or Cassette* features all of the dialogues, interviews, discussions and listening tasks.

Oxford English for Information Technology

457375-3	Student Book	\$18.95
457376-1	Teacher's Book	\$14.50
457378-8	CD	\$21.95
457377-X	Cassette	\$17.50

Business Resources



Communicating in Business

A Short Course for Business English Students

Simon Sweeney

Written in North American English, this text is for learners at the **inter-**

mediate level and above who need to focus on improving their skills in the key areas of business communication: taking part in meetings, telephoning, negotiating, presenting, and socializing.

- ◆ The modular approach allows flexibility.
- ◆ The course is short: Each of the 15 course units provides about three hours of classroom time.
- ◆ There is a strong emphasis on listening and speaking.
- ◆ Authentic reading passages introduce the theme of each unit.
- ◆ Each unit has a "Language and Skills" checklist to provide a useful reference.
- ◆ The course can be used for TOEIC preparation.

774950CA	Student's Book	\$23.00
774942CA	Teacher's Edition	\$23.00
774934CA	Cassettes (2)	\$41.00
774926CA	Audio CDs (2)	\$41.00

Business Roles 1 and 2 Simulations for Business English

John Crowther-Alwyn

These two resource books of simulations enable ESL/EFL students to participate in lively discussions on a variety of business topics while improving their fluency. They offer a range of authentic situations, set in both manufacturing and service organizations as well as in international locations.

469538CA	Book 1	\$39.00
648491CA	Book 2	\$39.00



Business English Frameworks

Paul Emmerson, *Advanced*

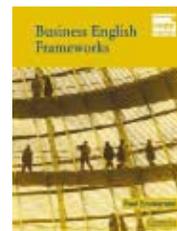
Business English Frameworks is a new addition to the highly successful Cambridge Copy Collection series.

This **photocopiable** resource book is for teachers of Business English to use with students who need English for professional purposes. The book covers a wide variety of business topics and contains 60 photocopiable frameworks which can be used in groups, pairs, or in a one-to-one teaching situation. The frameworks provide learners with the opportunity to talk about their own work situation in a structured way. The book contains clear and comprehensive teaching notes to enable teachers to exploit the material in a variety of teaching situations. The book features:

- a wide variety of business topics.
- genuinely learner-centred activities.
- clear and helpful teaching notes.

Contents

MANAGEMENT	26. Production process
1. Organization structure	27. Operations growth
2. What do managers do?	28. Quality management
3. Resources	29. Logistics and transport
4. Customer needs	HUMAN RESOURCES
5. Improving customer relations	30. Pay and promotion
6. Managing change	31. Job satisfaction
7. Company strategy	32. Recruitment and selection
8. Entrepreneurs and SMEs	33. Training and team-building
9. Problems, problems	34. Legal obligations
10. Personal management qualities	INTERNATIONAL TRADE
11. The international manager	35. Trade and government policy
12. Business ethics: a case study	36. Importing
SALES AND MARKETING	37. Exporting
13. SWOT analysis	38. Manufacturing location
14. Market research	ECONOMIC AND POLITICAL CONTEXT
15. Product R&D/design	39. Globalization
16. Product description	40. Social responsibility
17. Marketing strategy	41. The changing workforce
18. Limits to marketing	42. The future of work
19. Marketing budget	INFORMATION TECHNOLOGY
20. Marketing mix: one product	43. IT management
FINANCE AND ACCOUNTING	44. E-commerce
21. Income statement	45. Website management
22. Balance sheet	CULTURAL AWARENESS
23. Managing cashflow	46. Cultural "do's and don'ts"
24. Company analysis	47. Cultural values
25. Investment advice	48. Building relationships
PRODUCTION & OPERATIONS	RECENT BUSINESS NEWS
004551CA	49. Recent business news



Company to Company, Fourth Edition NEW

Andrew Littlejohn

The third edition of this highly successful and well-regarded title brings the content up to date by including recent developments in written business communication such as the use of faxes. In addition, the design and overall appearance of the book has been greatly improved by increasing the size of the book and by providing more realistic examples of correspondence for users to work with. The essential structure of the book remains the same. The "Study Sections" present and practice the language of business correspondence, while the "Activity Sections" provide opportunities for students to practice writing to each other in groups and to be involved in realistic decision-making discussions.

609755CA	Student's Book	\$20.00
609763CA	Teacher's Book	\$21.00



004551CA Spiral Bound \$41.00

Business Resources

Business Vocabulary in Use

NEW

Bill Masculi

The **Business Vocabulary in Use** titles follow the highly successful format of the Vocabulary in Use series with vocabulary items presented and explained on the left-hand page and a range of practice exercises on the right-hand page. Primarily designed as self-study reference and practice books, they can also be used for classroom work.

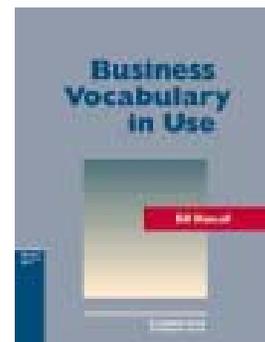
Business Vocabulary in Use Elementary focuses on basic business vocabulary with skills units on the vocabulary needed for presentations, telephoning, e-mailing, etc. All books covers a wide variety of up-to-date business topics and concepts including:

- ◆ Work; Time; Numbers; Money; Products and Services, as well as vocabulary needed for Presentations, Telephoning, and E-Mailing (*Business Vocabulary in Use Elementary*).
- ◆ Jobs; People and Organizations; Production; Marketing; Finance and the Economy; and Business Culture (*Business Vocabulary in Use Intermediate to Upper Intermediate*).
- ◆ People and Organizations; Quality; Strategy; Marketing; IT and the Internet; Ethics and Globalization (*Business Vocabulary in Use Advanced*).

Key Features:

- ◆ Clear, Attractive color units.
- ◆ Present and explain new words in context and show learners how to use them.
- ◆ Use authentic texts.
- ◆ Cover both British and American English.
- ◆ Contain comprehensive, learner-friendly answer keys and detailed indexes with phonetic transcriptions.
- ◆ Personalized 'Over to You' section in each unit allows students to apply vocabulary to their own working lives.

606217CA	Beginning Book w/answers	\$20.00
775299CA	Intermed Book w/answers	\$21.00
540704CA	Advanced Book w/answers	\$20.00



Test Your Business Vocabulary in Use

George Bethell, Tricia Aspinall, Joy Godwin, Lyn Strutt

Key Features:

- ◆ 66 tests (*Intermediate to Upper Intermediate level*) and 55 tests (*Advanced level*) based on the key vocabulary highlighted in the parent books.
- ◆ Contain a wide variety of test exercises.
- ◆ Clear marking system on each page so progress can be easily checked.
- ◆ Contain British and American English.
- ◆ Two-color and with illustrations.

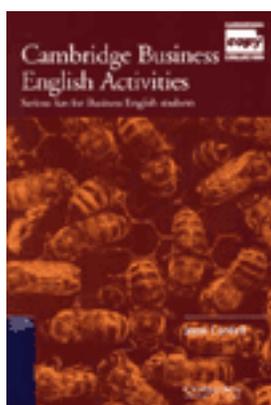
53254XCA	Intermed Book w/answers	\$17.00
611504CA	Advanced Book w/answers	\$15.00

Cambridge Business English Activities

Jane Cordell, *Beginning to Intermediate*

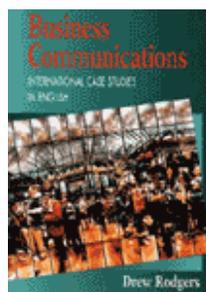
This text is a photocopiable ideas and resource book of games and activities for students of Business English. It offers a variety of pair and group activities to practice the most common functions and language of business, from socializing and eating out to negotiating and marketing.

587344CA	Book	\$41.00
----------	------	---------



Business Communications International Case Studies in English

Drew Rodgers, *High Beginning*
Concise, current, and practical for international business students in today's global economy, **Business Communications** uses the case study method to develop students' general communication and vocabulary skills as well as international business acumen. The text also focuses on information-gathering, problem-solving, and decision-making activities, and includes information on business writing, telephone calls, and electronic communication.

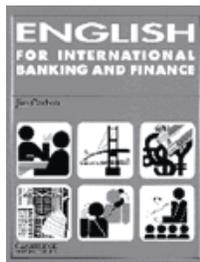


657512CA	Student's Book	\$23.00
657504CA	Teacher Manual	\$ 7.50

Business Resources

English for International Banking and Finance

Jim Corbett, Low-Intermediate
English for International Banking and Finance provides oral skills development through discussion, role play and work related activities such as giving presentations, recorded material based on transcripts of native and non-native speaker exchanges, a variety of authentic text types e.g. telexes, letters, memos, and newspaper articles, and a core of specialist vocabulary. The *teacher's/self-study* guide includes background information for nonspecialist teachers.



319994CA	Student's Book	\$22.00
320003CA	Teacher's Book	\$23.00
266777CA	Cassette	\$23.00



Essential Telephoning in English

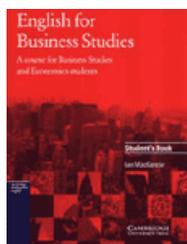
Barbara Garside, Tony Garside
Essential Telephoning in English

is a short course in telephoning skills short for **pre-intermediate to intermediate** learners of Business English. It is designed for use in the classroom but is also suitable for self-study. Using **Essential Telephoning in English** will help adult learners gain confidence in using the telephone in English and develop the four skills, with particular emphasis on Listening and Speaking. The course consists of twelve core units and three consolidation units covering a wide range of skills which include Answering the phone; Beginning and ending a call; Messages; Dealing with problems; Making appointments and Dealing with information. The three Consolidation units allow the student to check their progress. The Teacher's book provides comprehensive teaching notes to accompany the course.

783887CA	Paperback, student book	\$21.00
739895CA	Teacher Book	\$21.00
783909CA	Audio Cassette	\$23.00
783917CA	Audio CD	\$23.00

English for Business Studies

75285XCA	Student's Book	\$22.00
752868CA	Teacher's Book	\$24.00
752876CA	Cassettes (2)	\$41.00
752884CA	Audio CDs (2)	\$41.00



Ian MacKenzie, intermediate

English for Business Studies Second Edition is a course for students who need to be able to understand and talk about key business and economic concepts. The *Student's Book* contains 28 units and covers a full range of business and economic issues, including Work and Motivation, Production, Marketing, Banking, Business Ethics, Exchange Rates, and International Trade. The *Audio Cassettes* and *Audio CDs* contain authentic interviews with experts talking about their fields of business or economics.

Decisionmaker

14 Business Situations for Analysis and Discussion

David Evans, Low-Intermediate
Decisionmaker is designed to improve fluency. The book contains 14 challenging business problems that engage students in discussion and decision making. Each problem



suggests a number of equally viable solutions, providing a natural springboard for debate. The situations are suitable for students with or without business experience.

448050CA Paperback \$41.00

English in Medicine, 3rd Ed.

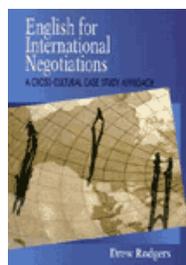
Eric H. Glendinning, Beverly Holmström, High Intermediate

This book is for doctors, medical students in the clinical phase of their studies, and other medical professionals who have to use English to communicate with patients and colleagues.

It primarily aims to develop speaking and listening skills, but also focuses on reading skills, in particular the use of reference materials and journal articles. Practice is also given in writing referral letters and a range of medical documents.

The second edition has been revised to take account of the latest developments in medicine.

606667CA	Student's Book	\$22.00
606675CA	Cassette	\$23.00
606683CA	Audio CD	\$23.00



English for International Negotiations

A Cross-Cultural Case Study Approach

Drew Rodgers, Intermediate

This book, built around the case study method, covers a wide variety of negotiation situations in over 20 countries around the world. It addresses such issues as factors that influence success/failure, the need for a common language at the negotiation table, and cultural sensitivity.

657490CA	Student's Book	\$23.00
657482CA	Teacher Manual	\$ 7.50

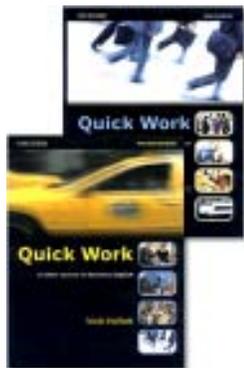
Business Resources

Quick Work A Short Course in Business English

Vicki Hollett

Low-Intermediate

Quick Work is a short course in Business English that focuses on the practical need of the student. Speaking and listening skills are developed through a task-based approach. Practical activities are used throughout. Grammar and language work are integrated into each section. Students will find it easy to relate the tasks to their own work situation, and to draw on their own professional knowledge, experience, and expertise to communicate more effectively. The *Teacher's Resource Book* provides ideas for alternative tasks and photocopiable materials. The *Workbook* offers exercises for reinforcement, a *Grammar Reference Guide* and an *Answer Key*. The *Cassette* presents all of the listening activities with a full tapescript included in the *Student Book*.



Words at Work Vocabulary Development for Business English

David Horner, Peter Strutt

Words at Work is for students who want to increase their vocabulary in order to use English more effectively in their working lives. The 17 topic-based units cover a wide variety of

business themes. The *Audio Cassette* and *Audio CDs* contain listening and pronunciation activities. **Words at Work** can be used either for self-study or with a group. **Intermediate.**

438721CA	Student's Book	\$21.00
43873XCA	Cassette	\$23.00
585341CA	CDs (2)	\$41.00

Welcome!

English for the Travel and Tourism Industry

Leo Jones, High Int. to Advanced

This course for people working or planning to work in the tourism industry contains fifty 90-minute lessons grouped into ten thematic modules, covering such topics as dealing with inquiries, making reservations, and handling complaints. The course develops all four skills as students carry out realistic and engaging communicative tasks.

479002CA	Student's Book	\$18.00
479010CA	Teacher's Book	\$18.00
479029CA	Cassettes (2)	\$41.00
626617CA	Audio CDs (2)	\$41.00



Quick Work

Beginning

457288-9	Student Book	\$15.95
457289-7	Teacher's Res Bk	\$10.50
457290-0	Workbook	\$ 7.95
457291-9	Cassette	\$17.50
457365-6	CD	\$21.95

Pre-Intermediate

457296-X	Student Book	\$15.95
457297-8	Teacher's Res Bk	\$10.50
457298-6	Workbook	\$ 7.95
457299-4	Cassette	\$17.50
457212-9	CD	\$21.95

Intermediate

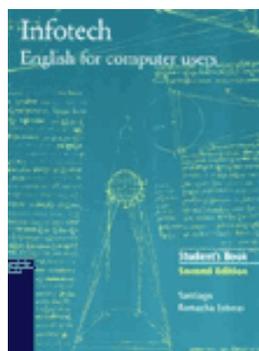
457292-7	Student Book	\$15.95
457293-5	Teacher's Res Bk	\$10.50
457294-3	Workbook	\$ 7.95
457295-1	Cassette	\$17.50
457359-1	CD	\$21.95

Workforce: Building Success

6 softcover book series * Teacher's Guide

Encourage learners to examine their own strengths and weaknesses and change from within. Bound in answer key. 96 pages.

65171SV	Communication	\$14.00
6521XSV	Customer Service	\$14.00
65198SV	Personal Development	\$14.00
65201SV	Problem Solving	\$14.00
6518XSV	Time Management	\$14.00
65228SV	Writing	\$14.00
65236SV	Teacher's Guide	\$10.50



Infotech English for Computer Users, 3rd Ed.

Santiago Remacha Esteras

Infotech is a comprehensive intermediate course for students who need to be able to understand and use the English of the computer industry for study and work. Each of the 30 units develops

all four skills and covers a different aspect of information technology, from Operating Systems to Input/Output Devices for the Disabled.

754283CA	Student's Book	\$22.00
754291CA	Teacher's Book	\$23.00
754305CA	Audio Cassette	\$23.00
754313CA	Audio CD	\$23.00
532884CA	Workbook	\$10.00

Business Resources/Videos



Further Ahead A Communication Skills Course for Business English

Sarah Jones-Macziola with Greg White

Getting Ahead and **Further Ahead** make up an integrated,

general Business English course for the learner at the **elementary and lower-intermediate** levels. They focus on the day-to-day communicative needs of adults, have a clear grammatical progression, and present a systematic approach to vocabulary building. They are suitable for students preparing for work as well as those who are already employed.

Each level provides a core 50-hour course that can be supplemented by the four review units, the *Home Study Book*, and extra activities in the *Teacher's Guide*.

The *Video* contains four freestanding documentaries specially filmed for **intermediate** level Business English learners. It is sold with a Teacher's Guide with photocopiable tasks for learners plus ideas on how to use the material and key. Sequence 1 'Welcome to Prince' focuses on the American sports goods manufacturer. It introduces viewers to the company, examines product design and focuses on dealing with customers. Sequence 2 'The Delivery' is about a French supermarket seafood order to a British company. It focuses on ordering, phoning, transportation, quality control and food retailing. Sequence 3 'At Leapfrog' looks at how a qualitative market research company, Leapfrog, can help a large chocolate manufacturer, Mars, in coming to a decision about whether to change a brand name or not. Sequence 4 'The Solar Way' filmed in BP Solar in Sydney this shows in simple terms how the technology works and what its applications are.

531721CA	Stud. Bk w/CD-ROM	\$ 25.00
597838CA	Home Study Book	\$ 17.00
597846CA	Teacher's Guide	\$ 21.00
597854CA	Learner's Book Cass	\$ 23.00
63928XCA	Learner's Book CD	\$ 23.00
59782XCA	Home Study Cass	\$ 23.00
639298CA	Home Study CD	\$ 23.00
587778CA	Video w/TG	\$120.00
626455CA	Video AB	\$ 15.00

Getting Ahead, SE

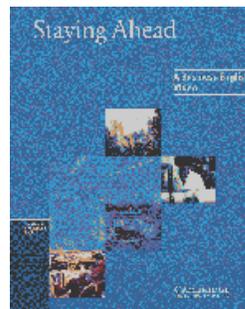
Sarah Jones-Macziola, Greg White

Getting Ahead and **Further Ahead** make up an integrated, general Business English course for the learner at the **beginning and lower-intermediate** levels.

They focus on the day-to-day communicative needs of adults, have a clear grammatical progression, and present a systematic approach to vocabulary building. They are suitable for students preparing for work as well as those who are already employed.

Each level provides a core 50-hour course that can be supplemented by the four review units, the *Home Study Book*, and extra activities in the *Teacher's Guide*.

654076CA	Learner's Book	\$22.00
65405XCA	Home Study Book	\$17.00
654068CA	Teacher's Guide	\$21.00
654017CA	Learner's Book Cass	\$23.00
654025CA	Learner's Book CD	\$23.00
654041CA	Home Study Book Cass	\$23.00
654033CA	Home Study Book CD	\$23.00



Staying Ahead Video VHS NTSC

Andrew Bampfield, Sarah Jones-Macziola, Greg White

Staying Ahead is a video for use with **lower level learners** of Business English. It contains four documentary sequences which have been specially

filmed to make sure that they include language at the right level and that they cover the most important topic areas for Business English learners at this level. The four documentary sequences were filmed in the USA, UK, Malaysia and Sweden to give a fully international flavour to the video and to reflect the fact that English is the business *lingua franca*. The video is packaged with an 88 page *Teacher's Guide* containing extensive notes, photocopiable viewing and post-viewing tasks and the transcripts of the sequences. The video can be used on its own as supplementary material or as review of the key themes and language presented in the coursebook **Getting Ahead**.

Contents

Sequence 1 Welcome to Arthur D Little

Sequence 2 Working for Volvo Car Corporation

Sequence 3 At the London Boat Show

Sequence 4 A business trip to Kuala Lumpur

484804CA	Video	\$120.00
578175CA	Video Activity Book	\$ 15.00

Business Resources/Videos

Professional Presentations



Malcolm Goodale, *Intermediate Professional Presentations* is a flexible teaching package for trainers who need to focus on this important communication skills area with their Business English students. The **Video**

contains three main parts:

◆ Six short extracts from two dramatized presentations that provide the model for making a good presentation.

◆ A "Bad Dream," a humorous presentation that reviews the points made in the six extracts.

◆ An authentic and unscripted product presentation, plus an interview with the presenter on how he prepares his presentations.

The **Video** has a *Teacher's Guide* that contains photocopiable tasks to give to students, training notes, video transcripts, and answers.

596432CA Video w/TG \$125.00

Telephoning in English, 3rd Ed.

B. Jean Naterop, Rod Revell

Telephoning in English is for professionals and trainee professionals in business, commerce, and administration who need to be able to make and receive calls. It can be used in class or for self-study. The course has been revised, updated, and redesigned in color. **Telephoning in English CD-ROM** provides the **intermediate** level learner with a complete course which they can work through on their own to develop their skills in this vital area of business communication. The CD-ROM integrates content taken from the **Telephoning in English Second Edition** book and audio material to create an elegant and easy-to-use package for the self-study learner. Each of the eight units provides extensive listening and speaking practice as well as language reference sections which focus on the key exponents and exercises to practise form and function. The strength of the course lies in its systematic approach and uncomplicated structure. In total it provides about 20 to 25 hours of study.



539137CA Student's Book \$ 20.00
 539129CA Cassettes (2) \$ 41.00
 539110CA CDs (2) \$ 41.00
 598761CA CD-ROM for Win \$ 40.00
 777275CA NW CD-ROM (1 site) \$160.00

Meeting Objectives

Vicki Hollett and Barnaby Newbolt

Low Intermediate

Meeting Objectives is a set of two compilation videos of eight short, amusing sequences designed to cover all the essential language functions encountered by students who need to use English in a business context. The functional element is combined with a strong grammatical element, reinforced by tasks and exercises in the accompanying Activity Book and Video Guide.

458543-3 Video 1 \$114.95
 458552-2 Video 2 \$114.95
 458563-8 Activity Book \$ 9.95
 458564-6 Video Guide \$ 5.95

New International Business English

Leo Jones

This updated edition has been redesigned to make it even more accessible and relevant to people who need to use English in their day-to-day work. The existing *New International Business English Teacher's Book, Workbook*, and all audio material can be used with this updated edition.

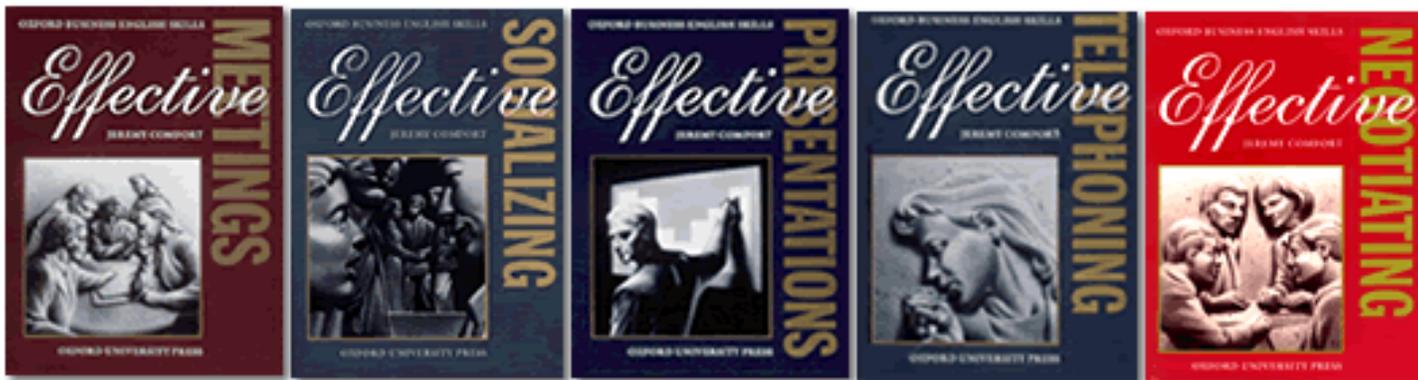


The **New International Business English Video** has been designed to be used with the highly successful course of the same name. The Video contains 12 dramatized sequences and 3 documentary ones. The dramatized sequences take a light and humorous approach to the aspects of communication that most directly affect learners at the **upper-intermediate** level, such as socializing, negotiating and presenting. The 3 documentary sequences focus on company history, organization and products. The Video is sold with a *Teacher's Guide* containing photocopiable activities to give to students, advice on using the Video and the scripts of the sequences which again are photocopiable. Taken together the **Video** and *Teacher's Guide* provides a rich and easy-to-use package that can be used to introduce or review the themes of the 15 units of the **New International Business English** course.

LEVELS Low Intermediate to High Intermediate

53173XCA Student's Book \$ 25.00
 774705CA Workbook \$ 18.00
 774713CA Teacher's Book \$ 28.00
 774691CA Student's Book Cass (3) \$ 56.00
 774683CA Student's Book CDs (3) \$ 56.00
 774675CA Workbook Cass (2) \$ 41.00
 774667CA Workbook CDs (2) \$ 41.00
 774438CA Video (VHS) \$140.00

Business Videos



Oxford Business English Skills

York Associates (Jeremy Comfort and Derek Utley)

Intermediate

This series of videos and accompanying texts focuses on key communication skills to help business and professional people perform more effectively. Each video shows how to use communication skills for positive results, while providing examples of what can go wrong when these skills are not applied.

Effective Meetings

Effective Meetings is designed to develop the skills necessary to perform productively in meetings. It provides access to the range of skills necessary for business students to anticipate and deal with the difficulties that arise within the specific context of meetings. It is divided into 8 units, which deal progressively with the key stages of meetings, from preparation to decision-making to follow-up action. Each unit can also be used selectively to give training in specific aspects of chairing or participating in meetings.

The video follows the activities of two companies as they work towards a business deal. It covers a variety of meeting types. The aim is to develop the students' competence and confidence over a range of situations-so that by the end of the course they will be able to participate fully in meetings conducted in English.

Effective Meetings

457090-8	Student Book	\$ 15.95
457091-6	Teacher's Book	\$ 8.95
457092-4	Cassette	\$ 17.50
458923-4	Video	\$114.50

Effective Socializing

Effective Socializing helps students with one of the most challenging areas of communication. Eight self-contained units include practice with introductions, small talk, dealing with awkward situations, giving and reacting to invitations, and keeping the conversation flowing.

The scenarios revolve around a visit to a company and the social situations that are encountered. By the end of the course, students will be more at ease in the social situations they encounter in business.

Effective Socializing

457096-7	Student Book	\$ 15.95
457097-5	Teacher's Book 1	\$ 8.95
457098-3	Cassette	\$ 17.50
459005-4	Video	\$114.50

Effective Negotiating

Effective Negotiating shows different styles of negotiating (formal and informal, positional and co-operative) and demonstrates how both sides can achieve a successful outcome. It covers a range of skills, including active listening, structuring and negotiating, maintaining positive communication and developing self-awareness.

Effective Negotiating

457247-1	Student Book	\$ 15.95
457248-X	Teacher's Book	\$ 8.95
457277-3	Cassette	\$ 17.50
459081-X	Video	\$114.50

Effective Presentations

Winner, the English Speaking Union's Duke of Edinburgh Award

For business students, making a presentation in English can be difficult and demanding. The presenter needs to acquire a range of communication and language skills-plus the confidence to use them-in order to perform effectively.

Effective Presentations is a practical and accessible course specifically designed to provide students with the requisite communication and language skills. It guides the student systematically through the key stages of giving presentations, including planning, delivering introductions and conclusions, and handling questions.

The video contains extracts from four common presentation types. Each unit can also be used separately to focus on a specific area. By the end of the course, the student will be able to make clear, well-organized presentations in front of an audience.

Effective Presentations

457065-7	Student Book	\$ 15.95
457089-4	Teacher's Book	\$ 8.95
457066-5	Cassette	\$ 17.50
458894-7	Video	\$114.50

Effective Telephoning

Conducting a telephone conversation in English is an essential skill for business students. Telephoning can be intimidating, especially when communication problems occur.

Effective Telephoning focuses on the essential communication and language skills that students need in order to use the telephone with confidence and competence. The course consists of 10 units, which take students from preparing a call and getting through to the right person, to closing a call firmly and positively.

The video shows two different companies-one based in the US and the other in the UK-in telephone contact about a forthcoming delegation. This involves conversation between a number of different speakers. Skills covered include preparing and structuring a call, dealing with messages, and leading or responding to situations in the most appropriate way. It also provides strategies for dealing with the technical or communicative problems that may arise. By the end of the course, students will be able to communicate confidently and accurately in English in typical professional situations.

Effective Telephoning

457093-2	Student Book	\$ 15.95
457094-0	Teacher's Book	\$ 8.95
457095-9	Cassette	\$ 17.50
458929-3	Video	\$114.50

Ordering Information

**All Orders Should be Addressed to:
Caswell & Caswell
3571 Newgate
Troy, MI 48084**

WHEN ORDERING BY PHONE please let us know if a confirming purchase order will be sent. This will help us avoid possible problems with duplicate orders.

To Order Toll Free Call: 1-800-757-7668

To Order by Fax 1-248-646-4359

METHOD OF SHIPMENT will be United Postal Service unless special request is made by the customer or we see a need to ship via another service.

SHIPPING AND HANDLING CHARGES are typically 10% of the total order. There is a \$4.50 minimum charge. Residential customers have a minimum charge of \$5.25

ORDERS FROM INDIVIDUALS should be prepaid. Be sure to include state sales tax.

**ALL CHECKS OR MONEY ORDERS MADE PAYABLE TO:
CASWELL & CASWELL**

ORDERS FROM EDUCATIONAL INSTITUTIONS should include a purchase order number when possible and must be on either official stationary or an official purchase order form.

**CLASSROOM DISCOUNTS ARE AVAILABLE.
PLEASE CALL FOR INFORMATION.**

EXAMINE ALL MATERIALS AS SOON AS RECEIVED! Notify us of damaged or missing items immediately.

ALL RETURNS MUST BE AUTHORIZED BY CASWELL & CASWELL. Permission to return should be requested and authorized in writing. We will not issue credit on unauthorized returns. All returned material must be in perfect, unmarked, saleable condition.

ALL PRICES IN THIS CATALOG are subject to change because of possible producer price changes. We bill at the producer's latest selling price. In case of a sizable increase in price, we will notify prior to shipment for confirmation.

