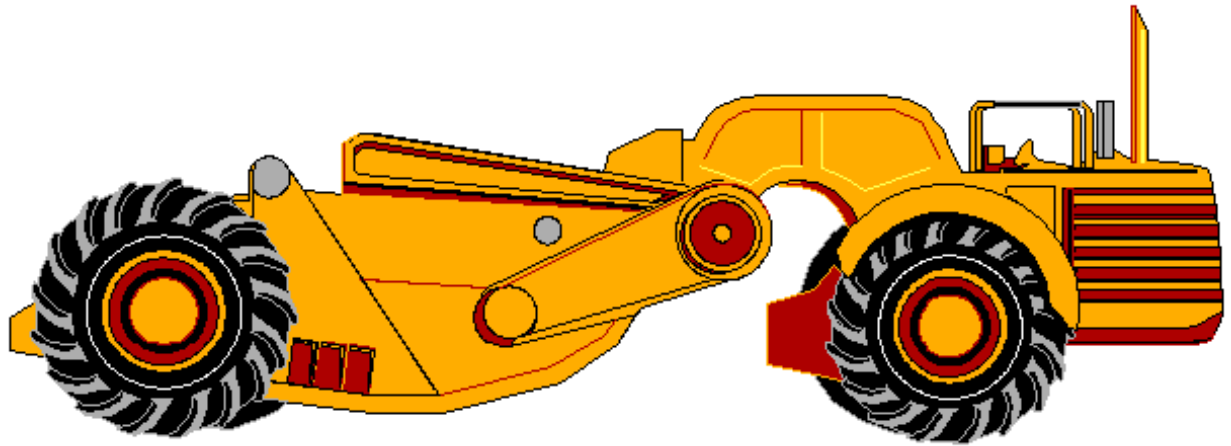


Careers

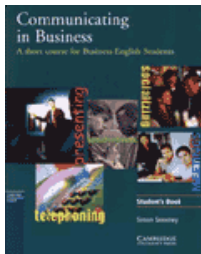
and How to Prepare for Them



Business English
Lower Level Learners
Alternative Education
Effective Telephoning
Business Communications

Caswell & Caswell

Communication Skills



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 test preparation.

| | | |
|----------|-------------------|---------|
| 774950CA | Student's Book | \$21.00 |
| 774942CA | Teacher's Edition | \$21.00 |
| 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*

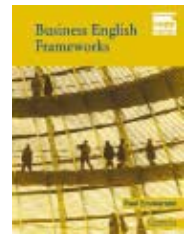
Business English Frameworks is a new addition to the highly successful Cambridge Copy Collection series.

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



Company to Company, Third Edition

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.

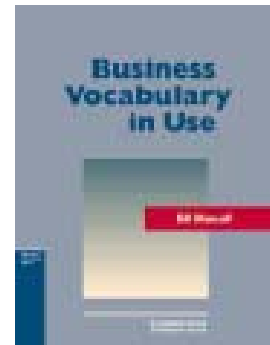
| | | |
|----------|----------------|---------|
| 654122CA | Student's Book | \$19.00 |
| 654114CA | Teacher's Book | \$20.00 |

Communication Skills

Business Vocabulary in Use

Bill Mascull

Business Vocabulary in Use, is a new addition to the best-selling *English Vocabulary in Use* series aimed specifically at **intermediate** level learners of business English. Primarily designed as a self-study reference and practice book, it can also be used for classroom work. The book covers a huge range of business topics including Jobs, People and Organisations, Production, Marketing, Finance and the Economy and Business Culture. Learners will develop essential business communication skills, focussing on the language used for Meetings, Negotiations and Presentations. Features: • 66 easy-to-use units: vocabulary items are presented and explained on left-hand pages with a range of practice exercises on right-hand pages. • Presents and explains new words in context and shows learners how to use them • Covers a huge range of business topics • Contains a comprehensive, learner-friendly answer key • Four colour illustrations and photographs.



Contents

Part I. Jobs, People and Organisations:

1. Work and jobs
2. Ways of working
3. Recruitment and selection
4. Skills and qualifications
5. Pay and benefits
6. People and workplaces
7. The career ladder
8. Problems at work
9. Managers, executives and directors
10. Businesspeople and business leaders
11. Organisations 1
12. Organisations 2

Part II. Production:

13. Manufacturing and services
14. The development process
15. Innovation and invention
16. Making things
17. Materials and suppliers
18. Business philosophies

Part III. Marketing:

19. Buyers, sellers and the market
20. Markets and competitors
21. Marketing and the market orientation
22. Products and brands
23. Price
24. Place

25. Promotion and packaging

26. The Internet and e-commerce

Part IV. Money:

27. Sales and costs
28. Profitability and unprofitability
29. getting paid
30. Assets, liabilities and the balance sheet
31. The bottom line
32. Share capital and debt
33. Success and failure
34. Mergers, takeovers and sell-offs

Part V. Finance and the Economy:

35. Personal finance
36. Financial centres
37. Trading
38. Indicators 1
39. Indicators 2

Part VI. Doing the Right Thing:

40. Wrongdoing and corruption
41. Ethics

Part VII. Personal Skills:

42. Time and time management
43. Leadership and management styles
44. Leadership and management styles

Part VIII. Culture:

45. Business across cultures 1

46. Business across cultures 2

47. Business across cultures 3

Part IX. Telephone, Fax and Email:

48. Telephoning 1: Phones and numbers
49. Telephoning 2: Getting through
50. Telephoning 3: Messages
51. Telephoning 4: Arrangements
52. Faxes
53. Emails

Part X. Business Skills:

54. Meetings 1: Types of meeting
55. Meetings 2: the Chair
56. Meetings 4: Discussion and argument
58. Meetings 5: Agreement and disagreement
59. Presentations 1: preparation and introduction
60. Presentations 2: the main part
61. Presentations 3: closing and questions
62. Negotiations 1: situations and negotiators
63. Negotiations 2: preparing
64. Negotiations 3: win-win
65. Negotiations 4: difficulties
66. Negotiations 5: reaching agreement.

775299CA

Paperback

\$19.00

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

\$39.00



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.

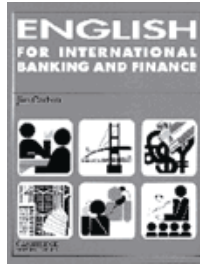
657512CA Student's Book \$21.00

657504CA Teacher Manual \$ 6.50

Communication Skills

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 | \$20.00 |
| 320003CA | Teacher's Book | \$21.00 |
| 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 | \$19.00 |
|----------|-----------|---------|



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 | \$39.00 |
|----------|-----------|---------|

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 | \$21.00 |
| 657482CA | Teacher Manual | \$ 6.50 |



English in Medicine, 2nd Edition

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.

| | | |
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| 595703CA | Student's Book | \$21.00 |
| 59569XCA | Cassette | \$23.00 |
| 595681CA | Audio CD | \$23.00 |



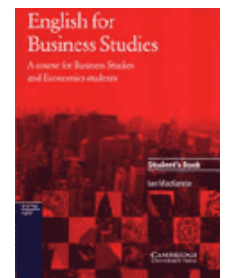
English for Business Studies

Ian MacKenzie, intermediate

English for Business Studies 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.

| | | |
|----------|----------------|---------|
| 483530CA | Student's Book | \$20.00 |
| 483522CA | Teacher's Book | \$22.00 |
| 483514CA | Cassettes (2) | \$41.00 |
| 587034CA | Audio CDs (2) | \$41.00 |



Communication Skills

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*.

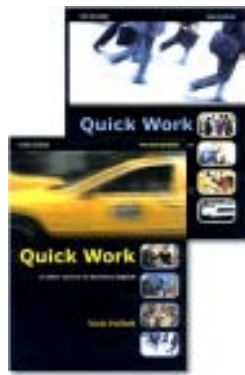
Quick Work

Pre-Intermediate

| | | |
|----------|------------------|---------|
| 457292-7 | Student Book | \$15.95 |
| 457293-5 | Teacher's Res Bk | \$ 9.95 |
| 457294-3 | Workbook | \$ 6.95 |
| 457295-1 | Cassette | \$17.50 |
| 457212-9 | CD | \$21.95 |

Intermediate

| | | |
|----------|------------------|---------|
| 457296-X | Student Book | \$15.95 |
| 457297-8 | Teacher's Res Bk | \$ 9.95 |
| 457298-6 | Workbook | \$ 6.95 |
| 457299-4 | Cassette | \$17.50 |
| 457359-1 | CD | \$21.95 |



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 | \$19.00 |
| 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 | \$16.00 |
| 479010CA | Teacher's Book | \$16.00 |
| 479029CA | Cassettes (2) | \$41.00 |
| 626617CA | Audio CDs (2) | \$41.00 |



Infotech English for Computer Users, 2nd 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.

The second edition brings this highly successful course up to date.

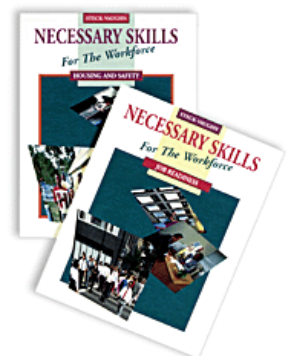
| | | |
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| 657202CA | Student's Book | \$20.00 |
| 657199CA | Teacher's Book | \$21.00 |
| 657180CA | Audio Cassette | \$23.00 |
| 657172CA | Audio CD | \$23.00 |

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 | \$13.00 |
| 63810SV | Job Readiness | \$13.00 |



Communication Skills 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 | \$ 23.00 |
| 597838CA | Home Study Book | \$ 15.00 |
| 597846CA | Teacher's Guide | \$ 19.00 |
| 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 | \$ 13.00 |

Getting Ahead, 2nd Edition

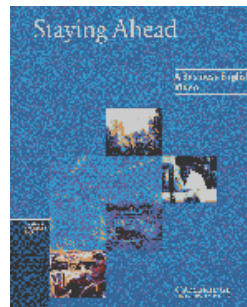
Sarah Jones-Macziola, Greg White

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 | \$20.00 |
| 65405XCA | Home Study Book | \$15.00 |
| 654068CA | Teacher's Guide | \$19.00 |
| 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

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 | Activity Book | \$ 13.00 |

Communication Skills 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, 2nd 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.



| | | |
|----------|--------------------|----------|
| 469856CA | Student's Book | \$ 20.00 |
| 469864CA | Cassettes (2) | \$ 41.00 |
| 585694CA | 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 | \$ 4.95 |

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

| | | |
|----------|---------------------------|----------|
| 774721CA | Student's Book w/ Prep CD | \$ 23.00 |
| 774705CA | Workbook | \$ 16.00 |
| 774713CA | Teacher's Book | \$ 26.00 |
| 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 |

Communication Skills 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 | \$ 7.50 |
| 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 | \$ 7.50 |
| 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 | \$ 7.50 |
| 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.

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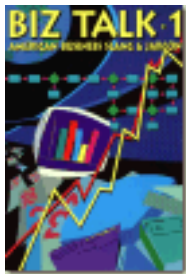
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