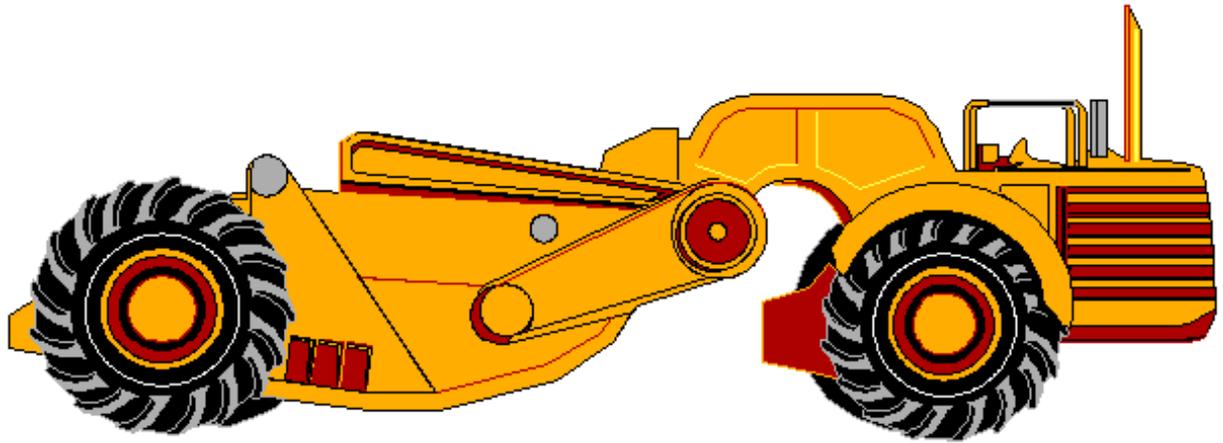


Careers

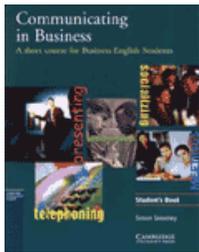
and How to Prepare for Them



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*

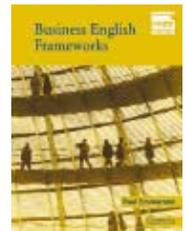
Business English Frameworks is a new addition to the highly successful Cambridge Copy Collection series.

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.

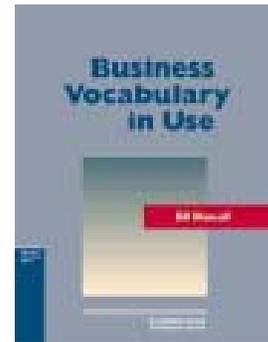
654122CA	Student's Book	\$19.00
654114CA	Teacher's Book	\$20.00

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

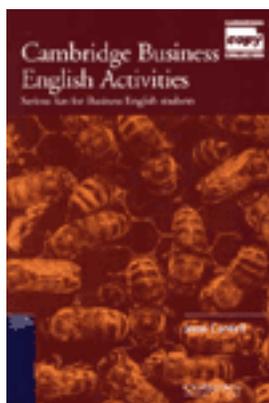
Paperback

\$19.00

Cambridge Business English Activities

Jane Cordell, *Beginning to Intermediate*

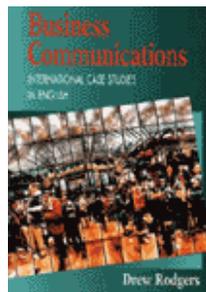
This text is a photocopiable ideas and resource book of games and activities for students of Business English. It offers a variety of pair and group activities to practice the most common functions and language of business, from socializing and eating out to negotiating and marketing.



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

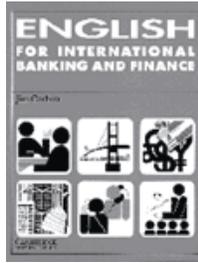
Teacher Manual

\$ 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
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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
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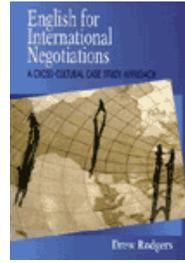
English for International Negotiations

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

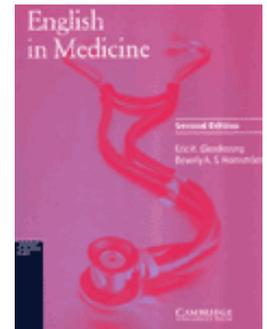
Eric H. Glendinning, Beverly Holmström, High Intermediate

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.

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



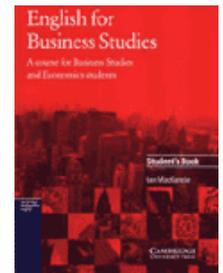
English for Business Studies

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*.

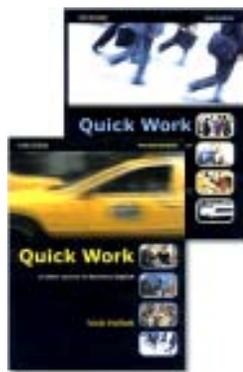
Quick Work

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

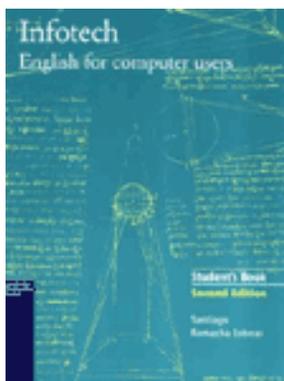
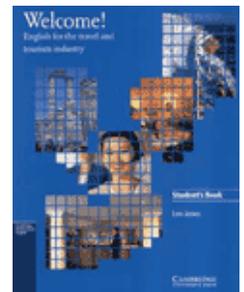
Welcome!

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.

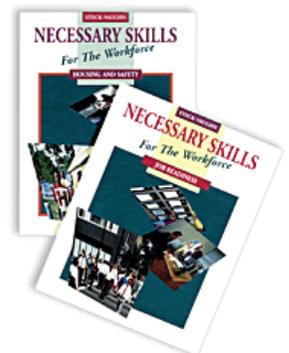
657202CA	Student's Book	\$20.00
657199CA	Teacher's Book	\$21.00
657180CA	Audio Cassette	\$23.00
657172CA	Audio CD	\$23.00

Necessary Skills for the Workforce

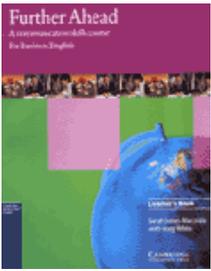
2 book softcover series

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

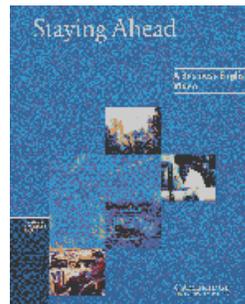
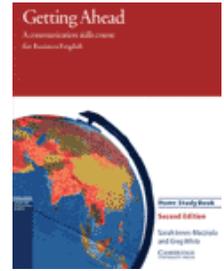
Sarah Jones-Macziola, Greg White

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.

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

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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.

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Business Law

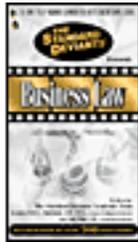
Leo C. Moerson, J.D., C.P.A. & Amy Fine, J.D.

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The Standard Deviants will take you through the management process, where developing and delivering goods and services combine to satisfy customer wants and needs. You will learn all about

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Standard Deviants: Marketing covers: Classification of consumer products, distribution of channels, focus groups, generating sales, horizontal channel conflict, interviews, market share-market growth matrix, marketing objectives, marketing planning, market research & information, mission statements, objectives of promotion, place, positioning, price elasticity, pricing, pricing strategies, product, promotion, promotional mix, reducing channel conflict, segmenting, situation analysis, sources of information, surveys, SWOT, targeting, the four P's of marketing, the market orientation, the marketing concept, the marketing plan, the marketing process, the product life cycle, the product orientation, the selling orientation, tools in the marketing plan. Running Time: 1 hour, 45 minutes, done in 5-7 minute segments.

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Communication Skills Idioms, Law



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 - ◆Bureaucratse (causal factors, past history, dysfunctional, etc.).
 - ◆Management Slang and Jargon (business plan, downsizing, to reinvent the wheel, etc.).
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