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New Edition Market Leader Intermediate Audio Scribt

Market Leader 3rd Edition has been completely updated to reflect the fast changing world of business. The 3rd Edition Coursebooks include new reading texts from the Financial Times and new case studies with opinions on DVD from successful consultants. The DVD-ROM also includes authentic video materials from FT.com with printable worksheets and interviews

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with business experts.

Why is it that Casio can sell a calculator more cheaply than Kellogg's can sell a box of corn flakes? Why can FedEx "absolutely, positively" deliver your package overnight but airlines have trouble keeping track of your bags? What does your company do better than anyone else? What unique value do you provide to your customers? How will you increase that value next year? As customers' demands for the highest quality products, best services, and lowest prices

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Increase daily, the rules for market leadership are changing. Once powerful companies that haven't gotten the message are faltering, while others, new and old, are thriving. In disarmingly simple and provocative terms, Treacy and Wiersema show what it takes to become a leader in your market, and stay there, in an ever more sophisticated and demanding world.

Market Leader Intermediate
Flexi Course Book 2 Pack

Market Leader Pre-
Intermediate Coursebook for

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Pack New Edition

Business English Course
Book

Market Leader Extra Pre-
Intermediate Coursebook
with DVD-ROM and
MyEnglishLab Pack

New Edition Market Leader reflects the fast-changing world of business with updated material from authentic sources. The Practice File includes vocabulary exercises, language review, and writing tasks

The Teacher's Resource Book provides a general introduction to the course, detailed teaching notes, the business background to each unit, a text bank of extra reading texts and a Resource Bank of photocopiable communication activities for classroom use. Teachers can tailor

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their lessons to the individual needs of their students with the wide range of components and specialist titles available. A new edition of the Intermediate level is now available.

Market Leader
Market Leader 3rd Edition
Intermediate Course Book for Pack
Market leader

*The 3rd edition Course Book contains:
100% new reading texts from the
Financial Times© 100% new case
studies with opinions from successful
consultants who work in the real
world of business 100% new listening
texts reflecting the global nature of
business with texts that are all
available to view on the new DVD-
ROM 'Business Across Cultures'
spreads which focus on particular
cultural issues The DVD-ROM*

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accompanying the Course Book contains: Authentic video material from FT.com with accompanying worksheets All the listening texts available to view, providing truly authentic listening practice Vocabulary Trainer iGlossary

The 3rd edition of this ever popular course combines some fantastic new materials with all the features that have made this course a bestseller. Market Leader Active Teach contains everything a teacher will need for the course in the classroom. It can be used with a computer and a projector or with an interactive whiteboard. It includes: All the audio and video from the book. All the pages with a 'zoom in' and 'zoom out' feature. Fully functional IWB tools. The ability to save all your notes alongside the relevant page of the Student's Book.

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*Extra resources including review
games and activities*

*Market Leader 3rd Edition Plus Upper
Intermediate Coursebook with DVD-
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Course Book 1 Pack*

*Market Leader Extra, Upper
Intermediate Course Book +
Myenglishlab + Dvd-rom*

*Market Leader. Intermediate. Practice
File. Per Le Scuole Superiori*

New Edition Market Leader is the business English course that brings contemporary business issues right into your classroom. Incorporating articles from the Financial Times(c) newspaper, Market Leader has authentic texts, effective case studies and a wide range of components.

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Student Course Book • Authentic texts from the Financial Times and other sources develop reading skills and provide essential business vocabulary. • Interviews with business people and experts develop listening skills, such as prediction, listening for specific information and note taking. • Language Work develops students' awareness of common problem areas and introduces grammatical concepts. • 16 pages of business skills in each level: negotiating, presentation, writing emails, telephoning and teleconferencing, small talk, meetings and interviews. • Open discussion exercises for groups and pairs. • Skills section for teaching career-related skills. •

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Useful Language Box provides phrases for role play situations in the workplace. • Case study discussions on the unit topic (with commentaries on the DVD-ROM). • Working Across Cultures develops cultural awareness and skills. • Four revisions units in each Course Book. DVD-ROM • All 12 interviews from the Course Book, with optional subtitles, expose students to natural, authentic speech. • Self-study practice activities allow students to revisit problem areas and reinforce classwork. • Activities provide language-recycling opportunities with instant, personalised feedback. • iGlossary - a digital mini-dictionary that provides definitions and pronunciations of all the key words

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listed in the Course Book. • Audio for
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AND TESTMASTER CD-ROM

Market leader. Intermediate
business English : Teacher's
resource book

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COURSEBOOK/DVD/MEL
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The major business English course for
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material from the Financial Times(c), it
bring business right into the classroom.

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confident, fluent speakers who can
successfully use English in a work
environment. A five-level course for
young adults and adult professionals

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Market Leader Upper Intermediate
Teacher's Resource Book (with Test
Master CD-ROM)

Passages Level 2 Student's Book B

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Course Book 1 Pack

Market Leader Business English
Course Book :

Intermediate Market Leader Pre-
intermediate business

english Pearson Education

Student Course Book • Authentic

texts from the Financial Times

and other sources develop

reading skills and provide

essential business vocabulary. •

Interviews with business people

and experts develop listening

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Pre-intermediate business
english

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Your Focus, Dominate Your
Market

Audio material for use in class
including audio for the new skills
lessons.

Market Leader 3rd Edition has
been completely updated to
reflect the fast-changing world of
business using authoritative and
authentic business sources such
as Financial Times.

Market Leader. Upper

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upper intermediate business
English. Practice File / John
Rogers

Market Leader uses authoritative authentic content from the Financial Times to build the professional language and skills needed to communicate in the modern world of business. The third edition has been completely updated to reflect this fast-changing world.

This five-level course uses authoritative, authentic sources to explore topical business issues and builds the professional standard of

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language needed to communicate in the modern world of business.

Practice file. Intermediate business English

Market leader. Intermediate business English : Test file

Pre-intermediate Business English.

Practice file

The Discipline of Market Leaders

Passages, Third Edition, is a two-level, multi-skills course that will quickly and effectively move adult and young-adult learners of English from high-intermediate to the advanced level. Student's Book B comprises the second half (Units 7-12) of the complete Level 2 Student's Book. Each of the Passages, Third Edition, Student's Books have been

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updated to offer fresh, contemporary content, relevant speaking and listening activities, comprehensive grammar and vocabulary support, enhanced reading skills development, and a step-by-step academic writing strand. Frequent communication reviews will systematically consolidate learning, while the popular Grammar Plus and new Vocabulary Plus sections in the back of the Student's Book provide additional skills support. Market Leader Upper Intermediate New Edition Video consists of five separate films which illustrate the themes and extend language introduced in the Market Leader Upper

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Intermediate New Edition Course Book. Each film can be used independently or in support of the main course.

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Teacher's Resource Book
Advanced Business English
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