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# Oxford English Business Basics International Edition

This completely revised International Express, with 100% new material, meets all the practical language needs of adult professional learners. The series retains the popular student-centred approach and strong communicative focus, while adding a range of new features. The Student's Book and Workbook are now combined, and every unit is supported by stunning new video footage, bringing the outside world into the classroom.

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The International Business Archives Handbook provides up-to-date information and guidance on key issues relating to the understanding and management of the historical records of businesses. Key features include:

- Chapter contributions from a range of experts in their respective fields.
- Content covering business archive and business history initiatives around the world.
- Practical advice combined with thought-provoking discussion on issues hitherto little addressed.
- Useful quick-reference tables, global case study examples and further reading suggestions.

The handbook is an invaluable guide for students, archive professionals and business historians alike. It is also an important reference tool for business professionals involved in information management more generally.

Many of us read books every day, either electronically or in

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print. We remember the books that shaped our ideas about the world as children, go back to favorite books year after year, give or lend books to loved ones and friends to share the stories we've loved especially, and discuss important books with fellow readers in book clubs and online communities. But for all the ways books influence us, teach us, challenge us, and connect us, many of us remain in the dark as to where they come from and how the mysterious world of publishing truly works. How are books created and how do they get to readers? *The Book Business: What Everyone Needs to Know*® introduces those outside the industry to the world of book publishing. Covering everything from the beginnings of modern book publishing early in the 20th century to the current concerns over the alleged death of print, digital reading, and the rise of Amazon,

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Mike Shatzkin and Robert Paris Riger provide a succinct and insightful survey of the industry in an easy-to-read question-and-answer format. The authors, veterans of "trade publishing," or the branch of the business that puts books in our hands through libraries or bookstores, answer questions from the basic to the cutting-edge, providing a guide for curious beginners and outsiders. How does book publishing actually work? What challenges is it facing today? How have social media changed the game of book marketing? What does the life cycle of a book look like in 2019? They focus on how practices are changing at a time of great flux in the industry, as digital creation and delivery are altering the commercial realities of the book business. This book will interest not only those with no experience in publishing looking to gain a foothold on the

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business, but also those working on the inside who crave a bird's eye view of publishing's evolving landscape. This is a moment of dizzyingly rapid change wrought by the emergence of digital publishing, data collection, e-books, audio books, and the rise of self-publishing; these forces make the inherently interesting business of publishing books all the more fascinating.

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Human rights have not been a central concern of corporate law. Corporate actors have not been a central concern of international human rights law.

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This book examines existing and emerging strategies that could conceivably close a global governance gap that places human rights at risk and puts commercial actors in the position of becoming complicit in human rights abuses or implicated in abuses when conducting business in emerging market economies or other complex environments. Corporate codes of conduct, sustainability reporting, and selected multi-stakeholder initiatives are presented as the building blocks of a system of strengthening "soft law" that could solidify to become binding baseline standards for better business practices. It explains the conditions that have given rise to constructive change as well as those methods and mechanisms with

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promise for ensuring that business enterprises incorporate human rights considerations into business operations. This book explores how capital and consumer markets could provide an additional or alternative form of enforcement to promote responsible business conduct. It provides comparative accounts of the creation of industry sector specific regulatory instruments and governance institutions arising from allegations of corporate complicity in human rights abuses after conflicts with concerned constituencies and affected communities. It considers market-based strategies to bring business practices into alignment with the responsibility to respect human rights and examines how corporate social



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responsibility initiatives could close the governance gap and how codes of conduct could come to regulate like real rules. It argues that regulation through information is essential to ensure that corporate conduct will be informed by human rights considerations and that business policies and practices will be implemented consistent with respect for human rights.

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English for the Fashion Industry

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*Intermediate Teacher's Book*

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*The Long Game*

*The Oxford English Dictionary*

*Business Basics*

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**With its communicative syllabus, authentic business material, and expert tips from a leading management school, plus interactive multi-media, Business Result helps students learn the communication skills they need for work quickly and effectively.**

**This easy-to-use handbook is an essential resource for anyone who needs to write English correspondence for an international business**

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***audience. In an engaging, accessible style it integrates the theory and controversies of intercultural communication with the practical skills of writing and editing English for those who read it as a second language. The book emphasizes principles of simplicity and clarity, proper etiquette, cultural sensitivity, appropriate layout and typography, and more to increase the chances that a text prepared by a native English speaker will be better understood by a non-native speaker. It also updates traditional advice with new insights into "e-mail culture." Equally useful for students and professionals in business***

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***communication, marketing communication, and international business, The Elements of International English Style is filled with realistic examples, problems, and projects, including: 57 specific tactics to internationalize one's English; hundreds of before-and-after comparisons showing the effects of editing for an international audience; models of international correspondence; practical discussion questions and work projects; useful resources for further study, including books, articles, and websites. This book examines international trade law and its intersection with states and other aspects of the international system. It covers the***

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***economic and institutional context of the world trading system, substantive law of the WTO, dispute settlement, and the interaction between trade and other disciplines in international law.***

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APOLOGUE A young painter, indulging a vein of pleasantry, sketched a kind of conversation piece, representing a bear, an owl, a monkey, and an ass; and to render it more striking, humorous, and moral, distinguished every figure by some emblem of human life. Bruin was exhibited in the garb and attitude of an old, toothless, drunken soldier; the owl perched upon the handle of a coffee-pot, with spectacle on nose, seemed to contemplate a newspaper; and the ass, ornamented with a huge tie-wig (which, however, could not conceal his long ears), sat for his picture to the monkey, who

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appeared with the implements of painting. This whimsical group afforded some mirth, and met with general approbation, until some mischievous wag hinted that the whole—was a lampoon upon the friends of the performer; an insinuation which was no sooner circulated than those very people who applauded it before began to be alarmed, and even to fancy themselves signified by the several figures of the piece. Among others, a worthy personage in years, who had served in the army with reputation, being incensed at the Supposed outrage, repaired to the lodging of the painter, and finding him at home,



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"Hark ye, Mr. Monkey," said he, "I have a good mind to convince you, that though the bear has lost his teeth, he retains his paws, and that he is not so drunk but he can perceive your impertinence."

"Sblood! sir, that toothless jaw is a d—ned scandalous libel—but don't you imagine me so chopfallen as not to be able to chew the cud of resentment." Here he was interrupted by the arrival of a learned physician, who, advancing to the culprit with fury in his aspect, exclaimed, "Suppose the augmentation of the ass's ears should prove the diminution of the baboon's—nay, seek not to

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prevaricate, for, by the beard of Aesculapius! there is not one hair in this periwig that will not stand up in judgment to convict thee of personal abuse. Do but observe, captain, how this pitiful little fellow has copied the very curls—the colour, indeed, is different, but then the form and foretop are quite similar."

While he thus remonstrated in a strain of vociferation, a venerable senator entered, and waddling up to the delinquent, "Jackanapes!" cried he, "I will now let thee see I can read something else than a newspaper, and that without the help of spectacles: here is your own note of hand, sirrah, for

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money, which if I had not advanced, you yourself would have resembled an owl, in not daring to show your face by day, you ungrateful slanderous knave!" For more than a century, no US adversary or coalition of adversaries - not Nazi Germany, Imperial Japan, or the Soviet Union - has ever reached sixty percent of US GDP. China is the sole exception, and it is fast emerging into a global superpower that could rival, if not eclipse, the United States. What does China want, does it have a grand strategy to achieve it, and what should the United States do about it? In *The Long Game*, Rush Doshi draws from

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a rich base of Chinese primary sources, including decades worth of party documents, leaked materials, memoirs by party leaders, and a careful analysis of China's conduct to provide a history of China's grand strategy since the end of the Cold War. Taking readers behind the Party's closed doors, he uncovers Beijing's long, methodical game to displace America from its hegemonic position in both the East Asia regional and global orders through three sequential "strategies of displacement." Beginning in the 1980s, China focused for two decades on "hiding capabilities and biding time." After the 2008 Global

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Financial Crisis, it became more assertive regionally, following a policy of "actively accomplishing something." Finally, in the aftermath populist elections of 2016, China shifted to an even more aggressive strategy for undermining US hegemony, adopting the phrase "great changes unseen in century." After charting how China's long game has evolved, Doshi offers a comprehensive yet asymmetric plan for an effective US response. Ironically, his proposed approach takes a page from Beijing's own strategic playbook to undermine China's ambitions and strengthen American order

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without competing dollar-for-dollar, ship-for-ship, or loan-for-loan.

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American English File then helps you to develop learners' communication skills. One way it does this is with a strong focus on pronunciation. Research shows that poor pronunciation is a major contributor to breakdowns in communication (Jennifer Jenkins: *The Phonology of English as an International Language*). American English File integrates pronunciation into every lesson - the "little and often" approach. But that's not all. The unique English File Sounds Chart puts a picture to each sound in the phonetic alphabet, so learners find it easier to remember the sounds and, ultimately, improve their

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into action with multi-level interventions."

Bajo este título se recopilan una serie de artículos que giran todos en torno a la misma temática, el estudio de la importancia y el impacto del English for Specific Purposes en el contexto general de la enseñanza de la lengua inglesa.

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*ordination, it develops the concepts of crystal symmetry, point and space groups by way of two dimensional examples of patterns and tilings, it explains the concept of the reciprocal lattice in simple terms and shows its importance in an understanding of light, X-ray and electron diffraction. Practical examples of the applications of these techniques are described and also the importance of diffraction in the performance of optical instruments. The book is also of value to the general reader since it shows, by biographical and historical references, how the subject has*

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practice enhances and extends your lessons.

The Oxford English Literary History is the new century's definitive account of a rich and diverse literary heritage that stretches back for a millennium and more. Each of these groundbreaking volumes offers a leading scholar's considered assessment of the authors, works, cultural traditions, events, and the ideas that shaped the literary voices of their age. The series will enlighten and inspire not only everyone studying, teaching, and researching in English Literature, but all serious readers. This exciting new volume provides a freshly inclusive account of literature in England in the period before, during, and

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after the First World War. Chris Baldick places the modernist achievements of Virginia Woolf, T. S. Eliot, and James Joyce within the rich context of non-modernist writings across all major genres, allowing 'high' literary art to be read against the background of 'low' entertainment. Looking well beyond the modernist vanguard, Baldick highlights the survival and renewal of realist traditions in these decades of post-Victorian disillusionment. Ranging widely across psychological novels, war poems, detective stories, satires, and children's books, *The Modern Movement* provides a unique survey of the literature of this turbulent time.

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Interest in machine learning is exploding worldwide, both in research and for industrial applications.

Machine learning is fast becoming a fundamental part of everyday life. This book is a brief introduction to this area - exploring its importance in a range of many disciplines, from science to engineering, and even its broader impact on our society. The book is written in a style that strikes a balance between brevity of explanation, rigorous mathematical argument, and outlines principle ideas. At the same time, it provides a comprehensive overview of a variety of methods and their application within this field. This includes an introduction to Bayesian approaches to modeling, as

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well as deep learning. Writing small programs to apply machine learning techniques is made easy by high level programming systems, and this book shows examples in Python with the machine learning libraries 'sklearn' and 'Keras'. The first four chapters concentrate on the practical side of applying machine learning techniques. The following four chapters discuss more fundamental concepts that includes their formulation in a probabilistic context. This is followed by two more chapters on advanced models, that of recurrent neural networks and that of reinforcement learning. The book closes with a brief discussion on the impact of machine learning and AI on our society.

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Fundamentals of Machine Learning provides a brief and accessible introduction to this rapidly growing field, one that will appeal to students and researchers across computer science and computational neuroscience, as well as the broader cognitive sciences.

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*approach. Feature completely new audio recordings with predominantly North American voices, but include a wide range of non-native accents. Updated Teachers Books and Workbooks, plus an interactive MutliROM, providing a flexible package for blended learning solutions, including grammar, vocabulary, expressions, and extra listening practice.*

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