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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 3RD
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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 intermediate. Course book. Per le Scuole superiori. Con DVD-ROM Market Leader 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. • 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 listed in the Course Book. • Audio for business skills lessons. Market Leader Longman 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 accompanying the Course Book contains: Authentic video material from FT.com with

accompanying worksheets
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 available to view,
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 'Market Leader' is the
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 business leaders.
 Incorporating material
 from the Financial Times,
 it brings real business
 issues right into the
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 Longman
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 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
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 Digital software for
 interactive whiteboard
 and computers with a
 projector. This provides
 the Course Book in digital

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 Book pages with zoom
 features.* Video
 interviews and case study
 commentaries.* Class
 audio with time coded
 audio scripts.* Interactive
 activities.* Phonetic
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 and printable
 worksheets.* iGlossary,
 Grammar reference and
 Writing Files.* Help
 videos.
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 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. Extra resources including

review games and activities
Market Leader. Upper intermediate. Con CD Audio. Per le Scuole superiori Basic Books
This five-level course uses authoritative, authentic sources to explore topical business issues and builds the professional standard of language needed to communicate in the modern world of business. *Longman Preparation Course for TOEFL Test* ReadHowYouWant.com
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
upper intermediate business English. Practice File / John Rogers Pearson ELT
The major business English course for tomorrow's business leaders. Incorporating material from the Financial Times(c), it bring business right into the classroom.
Easyread Super Large 24pt Edition Longman

<p>Market Leader Pearson Longman <u>Market Leader Extra,</u> <u>Upper Intermediate</u> <u>Course Book +</u> <u>Myenglishlab + Dvd-rom</u> Allyn & Bacon 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. <i>White Fang</i> Pearson</p>	<p>Longman 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</p>	<p>services, and lowest prices 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. <u>Course book</u> Pearson Education Longman Preparation</p>
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Course for the TOEFL® Test: iBT gives intermediate to high-intermediate students all the tools they need to succeed on the TOEFL® iBT. The Student Book with CD-ROM and the complete Audio CDs develop test-taking skills and provide extensive practice. The interactive CD-ROM provides more practice and simulates the actual test environment. Features: Diagnostic pre-tests and post-tests identify strengths and weaknesses and assess improvement. Eight mini-

tests preview the test's integrated four-skills format. Two complete practice tests familiarize students with the actual test format and timing. Lesson Plans provide step-by-step instructions for teachers and interactive classroom suggestions. Classroom Activities include photocopiable warm-up and follow-up exercises for each language skill.

The Discipline of Market Leaders

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 with business experts.

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reading texts from the
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