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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. MyEnglishLab online learning platform • MyEnglishLab is designed to improve student results with rich, interactive exercises that correspond perfectly to each unit of the Course Book. • Helpful feedback and immediate grading ensure students are highly engaged and motivated as they experience meaningful language learning outside the classroom. • Unlimited access for students allows online course materials to be used as homework – whether at home, in the lab, or anywhere with online access.

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Course book Allyn & Bacon

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 increase daily, the rules for market leadership are changing. Once

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Business English Course Book

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Business English Course Book

Longman

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. *Business English Practice File. Pre-Intermediate* Longman
 Entrepreneurial Life tells the fascinating history of CaptiveAire, the largest commercial kitchen ventilation company in North America. From the beginning, CaptiveAire's story is not a typical one. Forged by Bob Luddy during a growing recession, with little capital, and as a newcomer to the region-his startup should not have survived, much less taken the trajectory it has had. In these pages, Luddy shares some of the values he learned as one of eight children in a "hard-scrabble, can-do" family and details his take on the type of leadership, innovation, financial management, and marketing strategy that has spurred his manufacturing company to grow at a remarkable pace over the course of forty-plus years at the helm. Entrepreneurial Life reveals Luddy's philosophy on all things entrepreneurship, character, and the skills necessary for achieving your

fullest potential, no matter what your calling.

The Success Strategies of Unknown World Market Leaders

Market Leader 'Market Leader' is the major business English course for tomorrow's business leaders. Incorporating material from the Financial Times, it brings real business issues right into the classroom.

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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

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.

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