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Resource Book
provides teachers with
an overview of the
whole course together
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notes, background
briefings on business
content, a text bank
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This series 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.

MARKET LEADER

Longman Intelligent Business uses informative and up-to-date authentic material from the Economist. It is fully benchmarked alongside the Cambridge BEC exam suite and Common European Framework. *Market Leader Upper Intermediate Teachers Book WSI* 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 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.

New Language

Leader Pearson
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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.
*The Discipline of
Market Leaders* Market
Leader Business English
Course Book :
Intermediate Market
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Intermediate Teacher's
Resource Book (with
Test Master CD-ROM)
Nine units per student

book, each with eight
lessons A broad range
of lesson types
focusing on key skills,
including vocabulary,
grammar, reading,
speaking, and writing,
all with 100% new
content NEW listening
and word skills lessons
help develop confident
communicators Exam
skills trainer sections
prepare students for
typical school-
leaving/Cambridge
tasks, and provide
them with the
language, strategies,
and exam skills they
need to achieve
success Extra
speakingtask sections
provide additional
opportunities for
speaking practice
Grammar builder
pages with each unit
provide extra practice
exercises for students
who need additional
support Grammar

reference pages allow learners to check grammar rules Vocabulary builder with each unit allows students to learn and practice new vocabulary Culture Bank includes 9 ready-to-use culture lessons linked to the topic and language of the main units, providing extra reading and listening practice

Advanced Business English Course Book

Pearson Longman
Despite great progress around the world in getting more kids into schools, too many leave without even the most basic skills. In India's rural Andhra Pradesh, for instance, only about one in twenty children in fifth grade can perform basic arithmetic. The problem is that schooling is not the

same as learning. In *The Rebirth of Education*, Lant Pritchett uses two metaphors from nature to explain why. The first draws on Ori Brafman and Rod Beckstrom's book about the difference between centralized and decentralized organizations, *The Starfish and the Spider*. Schools systems tend to be centralized and suffer from the limitations inherent in top-down designs. The second metaphor is the concept of isomorphic mimicry. Pritchett argues that many developing countries superficially imitate systems that were successful in other nations— much as a nonpoisonous snake mimics the look of a poisonous one. Pritchett argues that

the solution is to allow functional systems to evolve locally out of an environment pressured for success. Such an ecosystem needs to be open to variety and experimentation, locally operated, and flexibly financed. The only main cost is ceding control; the reward would be the rebirth of education suited for today's world.

**MARKET LEADER
UPPER
INTERMEDIATE
TEACHER'S
RESOURCE BOOK
(WITH TEST MASTER
CD-ROM)**

Pearson Education '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.

**Intelligent Business
Coursebook** CGD
Books

This series 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.

Best Practice

Intermediate Longman

Best Practice is a four-level business English course designed for use by both pre-work students and in-work students. Its topic-based modules train students in the English needed for both the professional and personal sides of modern business life.

AND**TESTMASTER CD-****ROM**

Pearson ELT New Language Leader takes an intelligent approach to building the confidence and skills students need to succeed in academic study and use English in a globalised world. The Advanced Level = CEFR: B2+ - C1 | GSE: 70 - 82 In every book you will find 12 units divided into relevant sections, such as grammar, vocabulary, reading, and writing. Exam practice is embedded at the end of each unit to prepare students for high-stakes tests like IELTS and PTE Academic. Every lesson in New Language Leader has a scenario with a case study and "Meet the Expert" video or a

Study Skills section with skills videos to support students in tertiary education: "Meet the Expert" aspirational videos with leading professionals in different fields stretch students' ability to understand real-life English. Experts act as role models and inspire students to work harder. Study Skills videos teach your students how to do their best in academic studies. They give advice on how to better understand lectures, take notes, participate in discussions and give many other useful academic tips.

**Market Leader
Upper Intermediate
Teacher's Resource
Book NE for Pack**

Pearson ELT
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

Intermediate.
Teacher's etext Basic Books
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 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.

Longman
Market Leader Business English Course Book : Intermediate Market Leader Upper Intermediate Teacher's Resource Book (with Test Master CD-ROM) Longman

The Rebirth of Education

Longman New Language Leader takes an intelligent approach to building the confidence and skills students need to succeed in academic study and use English in a globalised world.

Intermediate Business English. Teacher's resource book Pearson Education

Ideal for teachers looking for an easy-to-use adult general English course, Straightforward, is flexible and simple to use, based around 12 topics per level. It always takes the most suitable methodological approach to what is being taught, resulting in the perfect balance of skills and language work. Extra section including functional language, writing skills,

grammar notes and word lists round off the Students Book. Key Features: Simple enough for new teachers to use; flexible enough for the

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Longman

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.

Market Leader

Longman

Prepare your students for the world of business with the Intelligent Business Coursebook. Using

authentic materials from the Economist © magazine Intelligent Business covers key business concepts within a comprehensive business English syllabus. Elementary Business English Heinle & Heinle Pub
The major business English course for tomorrow's business

leaders. Incorporating material from the Financial Times(c), it bring business right into the classroom. *Market Leader* Pearson Education
The Language Leader Upper Intermediate Teacher's Book provides all the support teachers need from detailed teaching notes to extra photocopiable activities.

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