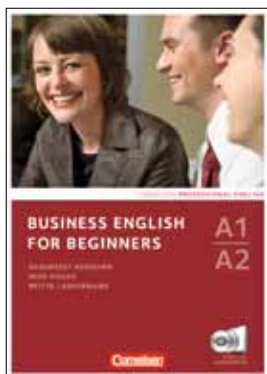


A1 | A2 | B1 | B2 | C1 | C2



A1 | A2 | B1 | B2 | C1 | C2



A1 | A2 | B1 | B2 | C1 | C2

NEW Business English from Beginners to Upper-Intermediate

By M. Hogan, B. Landermann, C. Eilertson and S. Ashdown

Building on the success of their predecessors, *Business English for Beginners* and *Basis for Business* have now joined forces to create an extensive business-English series from complete beginners to B2. Designed to meet the needs of professionals in a wide variety of positions within companies, the series offers course-planners and learners complete flexibility. Each coursebook in the series now includes common features of structure, format and design such that teachers can quickly get to grips with any level in the series.

Business English for Beginners

Covering levels A1 and A2 in two short coursebooks of 7 units each, *Business English for Beginners* meets the needs of complete beginners or false beginners in a workplace environment.

The new edition focusses on the following areas:

- Key business vocabulary
- Grammar
- Useful business phrases
- Business communication skills

Both a consolidation section in each unit, designed for use in class, and an additional workbook for home use provide learners with ample practice of the course material.

Role-plays based on authentic business situations enable learners to practise speaking in realistic settings and to build communicative competence.

Personalization activities guarantee that students apply their newly acquired knowledge in business English to their own jobs. As a result, they are prepared for everyday professional life.

The additional workbook includes a CD with further listening practice while a combined teaching guide for levels A1 and A2 includes not only copy masters, but also teacher software for text analysis and worksheet generation. Separate A1 and A2 teaching guides are available as downloads.

Basis for Business

Basis for Business, covering levels B1 and B2 of the common European Framework, build on the success of their predecessors and bring easily accessible business English up to date. *Basis for Business B1* can be used following *Business English for Beginners A2* or as a standalone course for students working towards level B1 of the Common European framework. Similarly, *Basis for Business B2* follows on from the B1 level or can be used independently. The features of the new series are:

- Basic vocabulary, structures and expressions in a modern business context.
- A recognition of current business trends: communication across cultures and English as a lingua franca; digital communication and business processes; socializing as an essential component of rapport building.
- Just like *Business English for Beginners*, the coursebooks contain extra practice for use in the classroom and/or at home, while a workbook with CD provides learners with all the practice and revision they need between lessons.
- Again, as with all levels in the series, the teaching guides contain ample photocopyable activities and a CD-ROM with text-analysis and worksheet-generation tools.

A1 Coursebook

104 pages, softback, 1CD
206 582 13.95 €

A1 Workbook

48 pages, softback, 1CD
206 612 (Oct. 2011) 7.95 €

A2 Coursebook

104 pages, softback, 1CD
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A2 Workbook

48 pages, softback, 1 CD
206 636 (Oct. 2011) 7.95 €

A1/A2 coursebook package

2×104 pages, softback, 2 CDs and phrasebook
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A1/A2 workbook package

2 × 48 pages, softback, 2CDs
numerous illustrations
200 429 (Oct. 2011) 12.50 €

A1/A2 Teaching Guide

224 pages, softback, CD-ROM
200 412 (4th quarter 2011) 17.95 €

B1 Coursebook

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5 210 058 (Sept. 2011) 25.50 €

B1 Workbook

72 pages, softback, 1CD
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B1 Teaching Guide

112 pages, softback, CD-ROM
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B2 Coursebook

168 pages, softback, 2CDs and phrasebook
5 210 089 (2012) 25.50 €

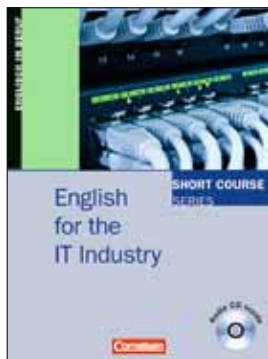
B2 Workbook

72 pages, softback, 1CD
5 210 096 (2012) 12.50 €

B2 Teaching Guide

112 pages, softback, CD-ROM
5 210 102 (2012) 17.95 €

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A1 | A2 | B1 | B2 | C1 | C2

Short Course Series

Designed for people in work who need to train their business communication skills or brush up their English for a specific business area. Each coursebook provides material for ca. 10 double lessons and can be used as a stand-alone intensive course or to supplement a general coursebook.

NEW English for the IT Industry

Professionals in IT need to communicate in English more than in any other industry. This short course is designed to develop the large technical vocabulary which IT professionals already possess into competent and easily understandable English communication, enabling the learner to communicate with technicians and experts as well as with customers and employers worldwide.

104 pages, softback, numerous illustrations, with Audio-CD
203 620 (Sept. 2011) 21.50 €

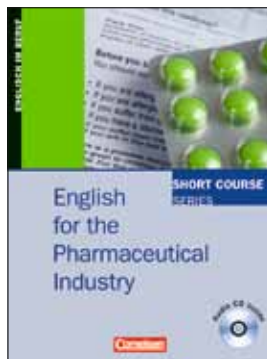
NEW English for Tax Professionals

Whether operating freelance or within a larger financial institution, auditors, tax advisers and controllers need to be able to provide English-language financial reporting in compliance with international regulations. They also need to advise both domestic and overseas customers in a multitude of international issues relevant for their tax obligations. This course prepares tax and finance professionals for providing a full range of services in English.

104 pages, softback, numerous illustrations, with Audio-CD
201 930 21.50 €

NEW English for Trade Fairs

Trade fairs and commercial events are by their nature international. Anyone involved in preparing, attending and following up on a trade fair, whether at home or abroad, needs the English-language skills necessary for making the right impression.



This course helps ensure that you and your employees are ready to reap the maximum benefit from your next trade fair.

80 pages, softback, numerous illustrations, with Audio-CD
204 757 (Feb. 2012) 21.50 €

NEW English for the Insurance Industry

In the modern insurance world, both B2B and B2C communication is often in English. For companies operating internationally, as well as for those providing services to international customers, English-language competence is essential. This course prepares the insurance professional for policy issues, customer questions and crises and for communication with international partners.

104 pages, softback, numerous illustrations, with Audio-CD
204 726 (Feb. 2012) 21.50 €

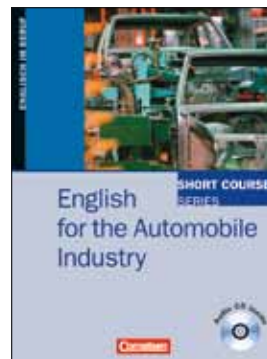
English for Legal Professionals

English for Legal Professionals is aimed at legal staff, i.e. corporate legal consultants, lawyers, legal assistants and notaries who work with English-speaking clients. Set at CEF B2, the course enable students to practise written and oral communication with respect to the following legal topics: *Contracts, Intellectual Property (IP), Mergers and Acquisitions (M&A) and Risk Management and insolvency.*

80 pages, softback, numerous illustrations, with Audio CD
203 867 21.50 €

English for the Pharmaceutical Industry

This addition to the Short Course series provides professionals in pharmaceutical companies with the specific language they need in order to use English successfully in the industry. Authentic texts and realistic role-plays help students obtain the communication skills required to collaborate with foreign partners and drug-related regulatory institutions. Topics included are *Substance discovery and Product devel-*



opment, Quality assurance and Auditing, Testing, Drug safety and Regulatory affairs. 80 pages, softback, numerous illustrations, with Audio-CD
203 875 21.50 €

The following titles are also available:

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English for Emails
200 070 21.50 €

English for Telephoning
18 733 21.50 €

English for Meetings
18 741 21.50 €

English for Presentations
18 750 21.50 €

English for Socializing and Small Talk
201 562 21.50 €

English for the Energy Industry
203 859 21.50 €

English for Customer Care
18 822 21.50 €

English for Human Resources
204 818 21.50 €

English for Sales and Purchasing
202 259 21.50 €

English for the Automobile Industry
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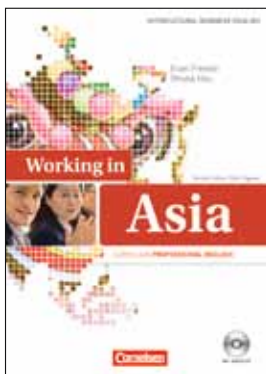
English for Marketing and Advertising
18 768 21.50 €

English for Real Estate
200 063 21.50 €

English for Negotiating
202 240 21.50 €

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A1 | A2 | B1 | B2 | C1 | C2

Intercultural Business English

Perfect for anyone doing business abroad or communicating with business partners from other countries. This unique series helps business people to understand their own cultural influences and to prepare themselves for any situation when interacting with partners from other world regions. The key features are:

- Business English as a core skill for any intercultural business situation.
- Analysis of one's own and others' cultural influences, including insights into many different world regions, avoiding formulaic and unrealistic behaviour codes.
- Building of communicative strategies for dealing with uncertainty, maintaining standards of politeness and developing diplomatic skills.
- Development of the language required for the social situations which accompany any business relationship.
- Extensive listening practice in all situations with speakers of English as a foreign language on the accompanying CD.
- Trainer's manual with photocopiable material and teacher support.

Working in Asia Coursebook and CD

136 pages, softback
5 202 237 24.95 €

Working in Asia Trainer's Manual

online-download only
5 202 244 9.95 €

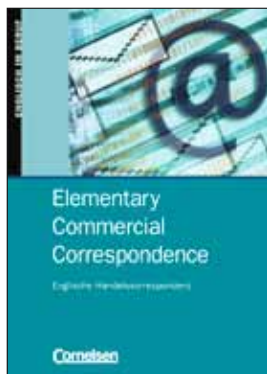
Working in Russia and Eastern Europe Coursebook and CD

128 pages, softback
5 202 299 24.95 €

Working in Russia and Eastern Europe Trainer's Manual

online-download only
5 202 305 9.95 €

(Cornelsen)



A1 | A2 | B1 | B2 | C1 | C2

Commercial Correspondence

By D. Clarke

Elementary

This compact, slim volume with its 72 pages is a basic introduction to commercial correspondence. It is at the A1-A2 level (European Framework). The course covers the following areas: letter layout, enquiries, offers and quotations, orders, acknowledgements, advice of dispatch, complaints and reminders.

Intermediate

For learners who are at the B1-B2 level, this is the right course. It can be used either to accompany students who are in training (eg vocational schools) or for employees who wish to improve their correspondence skills at the workplace. It covers the same areas as the Elementary course and in addition has units on writing emails and telephoning.

Advanced

This is a comprehensive course (176 pages) which covers all the requirements of commercial correspondence at the B2-C1 level and is suitable for the advanced user who needs to improve her/his skills in an in-company situation.

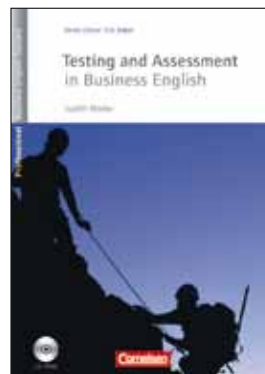
The course covers the areas of the Elementary and Intermediate edition in greater depth and in addition has a unit on general office communication and one on credit enquiries.

For example: Elementary Commercial Correspondence

72 pages, softback, numerous illustrations
19 926 9,50 €

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NEW Professional Business English Trainers

The titles in the series combine the advantages of a methodic handbook and resource packs in one book. Trainers or directors of study who want an easy-to-use overview of theoretical and practical issues are guided through the main areas relevant to Business English professionals.

Testing and Assessment in Business English

Designing specifications, choosing a test or an exam, formulating marking criteria and writing test instructions are the main areas presented in this book. There are also chapters on testing each of the four skills, as well as on testing vocabulary and grammar.

Testing and Assessment in Business English is specifically geared to the daily requirements of busy trainers. The chapters can be referred to separately according to specific needs and interests, or the whole book can be worked through systematically.

The book comes with a CD-R, including checklists, test templates and workshop material.

184 pages, softback, CD-R
5 200 806 27.50 €

Technology in the Business English Classroom

How to use digital technology in the classroom? For example: Wikis, blogs, screen-casts, digital whiteboards.

192 pages, softback, CD-Extra
5 200 783 (Sept. 2011) 27.50 €

(Cornelsen)