What do you think of when you hear the word “pulse”? – Constant movement? Dynamics? Life? That’s exactly what we associate with Pulse, the newest series on the market for vocational schools: It breathes new life into vocational English courses. This new series is made up of three course-specific editions Business Pulse, Social Pulse and Technical Pulse, which take themes general to any course at this level, e.g. the environment, globalization, the future, and put them into the context of the occupation at hand, should it be in a business, social (and health) or technical field. The fourth edition in the series, simply entitled Pulse, is designed for classes in which students from all three professional fields learn together in one classroom and therefore require a combination of themes and topics from the three specific editions.

Each of the 12 units in all four books begins with a double-page opener, filled with visual elements such as statistics, cartoons, photos, quotes, etc. which serve as a springboard for communication and an easy way into the topic. The rest of the unit has a “situation” running through it from beginning to end, requiring and encouraging students to first of all imagine themselves working in a specific context and faced with a “problem” (or “situation”) which they have to learn about in English, deal with and potentially resolve. The competencies, reading, writing, listening and speaking play an utmost important role in every unit. This is highlighted in the task titles, e.g. “Reading: who gains most from globalization” and also in the “Skills and strategies” pages between each unit, which – in three easy steps: explanation, example, exercise – take students through the most important skills that they will need in any English lesson, e.g. reading difficult texts, dealing with listening comprehension, writing essays and comments, etc.

On the pulse of technology with Augmented Reality
The entire Pulse series is also at the pinnacle of digital technology with its new feature: Augmented Reality. This feature offers students and teachers alike the possibility to watch or listen to all digital content of the course (audios and videos) using their smartphones or tablets – without a CD or DVD! Fast, intuitive and comfortable – Augmented Reality is the most flexible and modern way of training watching and listening skills whilst on the go. All you have to do is download the necessary app, hold your smartphone or tablet over any page with an audio or video symbol and simply press the play button! There’s nothing to it!
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 C1. 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 focuses 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 to C1 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 photocopiable activities and a CD-ROM with text-analysis and worksheet-generation tools.

A1 Coursebook
104 pages, softback, 1CD
206 582 14.95 €

A1 Workbook
206 612 8.75 €

A2 Coursebook
104 pages, softback, 1CD
206 605 14.95 €

A2 Workbook
206 636 8.75 €

A1/A2 coursebook package
200 405 24.95 €

A1/A2 workbook package
200 429 13.50 €

A1/A2 Teaching Guide
200 412 18.50 €

B1 Coursebook
168 pages, softback, 2CDs and phrasebook
5 210 058 26.95 €

B1 Workbook
5 210 065 13.50 €

B1 Teaching Guide
5 210 072 18.50 €

B2 Coursebook
168 pages, softback, 2CDs and phrasebook
5 210 089 26.95 €

B2 Workbook
5 210 096 13.50 €

B2 Teaching Guide
5 210 102 18.50 €

C1 Coursebook
158 pages, softback, 2CDs
5 210 201 26.95 €

C1 Workbook
5 210 218 13.50 €

C1 Teaching Guide Download
5 204 743 13.95 €

(Cornelsen)

Rights sold to: Korea
**NEW Simply Business**

**Effective English for doing your job**

This new course has been specially developed for use in intensive courses and is suitable for anyone who wants to significantly improve their English in a short period of time. The flexible, modular structure enables teachers to adapt their lessons to students’ specific needs, and there are lots of opportunities to integrate original company materials into the teaching program, all of which make the course an ideal jumping-off point for tailor-made in-company training.

Its eight chapters provide approximately 30–40 hours’ worth of teaching material over the course of eight pages each, while up-to-date topics and high-tech features make it stand out from the crowd.

**State-of-the-art**

In-built augmented reality functions enable students to access materials and audio files while on business trips or while commuting to work.

Four short films building on the topic of the unit and shot on location or featuring interviews with real business people

**Hands-on**

All contexts are intercultural with a focus on global English. Strategies for communicating effectively with non-native English speakers build learners’ confidence and get them speaking fast.

Genuine business situations and insights into real-world companies keep the focus firmly on practical usage.

Each coursebook comes with CD and DVD featuring the audio and film material, optional extension components and is AR enabled. Extra online materials, including an e-workbook, provide more practice opportunities for students outside the classroom. All instructions are in English with wordlists made available online.

A comprehensive teaching guide offers extra hints and suggestions for teachers, but Simply Business will also have a digital lesson manager for each level of the course, making lesson preparation fast and easy. A free test chapter is available on scook.de, while the premium, fee-paying version will incorporate full video and audio components.

**Coursebook B1 with E-Workbook**

112 pages, softback, USB-Stick
5 204 569 (Oct. 2014) 27.95 €

**B1 Teaching Guide Download**

5 204 583 (Dec. 2014) 12.95 €

**B1 Lesson Manager**

1 206 932 (Dec. 2014) 19.95 €

For distribution details for Simply Business, please talk to us at an upcoming trade fair or conference or email us at: international@cornelsen-schulverlage.de.

(Cornelsen)
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.

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.

96 pages, softback, numerous illustrations, with Audio-CD
203 620 22.95 €

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.

96 pages, softback, numerous illustrations, with Audio-CD
201 930 22.95 €

English for Trade Fairs and Events
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

English for Insurance Professionals
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 22.95 €

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 enables 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.

104 pages, softback, numerous illustrations, with Audio CD
203 867 22.95 €

English for the Pharmaceutical 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 include Substance discovery and Product development, Quality assurance and Auditing, Testing, Drug safety and Regulatory affairs.

104 pages, softback, numerous illustrations, with Audio-CD
203 875 22.95 €

The following titles are also available:

English for Accounting
203 491 22.95 €

English for Emails
203 477 22.95 €

English for Telephoning
203 347 22.95 €

English for Meetings
18 741 22.95 €

NEW English for Presentations
203 361 22.95 €

NEW English for Socializing and Small Talk
203 392 22.95 €

English for the Energy Industry
203 859 22.95 €

English for Customer Care
203 378 22.95 €

English for Human Resources
204 818 22.95 €

English for Sales and Purchasing
202 259 22.95 €

English for the Automobile Industry
203 484 22.95 €

English for Marketing and Advertising
18 768 22.95 €

English for Real Estate
200 063 22.95 €

English for Negotiating
202 240 22.95 €

(Cornelsen)

Rights sold to: CZ, HU, PL, RUS, CN, ROM, KOR, GB, monolingual English edition
Matters Series

The highly successful 'Matters' series offers a broad range of coursebooks all with up-to-date topics, a strong professional content combined with integrated language and skills work. These ESP books can be used for vocational and/or in-company courses. Building on the success of their predecessors, the Matters series will be revised step by step. The following topics are already available in the new edition: Office, Trade and Industry Matters, as well as the completely new titles Technical and Business Matters.

IT Matters 2nd edition

A pre-intermediate level course tailored to the needs of those planning a career in or currently employed in the IT sector. Topics covered:
Dealing with customers, Telephoning, E-mailing, Trouble-shooting, Hotline services, Programming and applications, Communications and telephone systems, IT systems (hardware and software), Networks, Installation

For example:
Student's Book
168 pages, softback
5 205 054 21.95 €

Hotel Matters

This book familiarises students with all the fundamental aspects of the relevant English vocabulary and confronts them with realistic situations in context which they may subsequently encounter as they go about their daily activities. Whether greeting guests, dealing with complaints, taking care of orders in the restaurant or even writing down administrative tasks, Hotel Matters offers the appropriate linguistic response. In addition, this new coursebook contains helpful Language, Grammar and Culture boxes.

For example:
Student's Book
144 pages, softback
200 092 21.95 €

Shopping Matters 2nd edition

Shopping Matters provides hands-on communicative skills and key grammar structures for those in the retail trade with direct contact to customers. From a basis vocabulary of only 400 words, learners are guided through a spiralling syllabus, covering the most important vocabulary and language skills for a wide range of retail jobs.

For example:
Student's Book
192 pages, softback, CD-ROM
241 378 22.50 €

The following titles are also available:

Business Matters
176 pages, softback
4 506 442 21.95 €

The following titles are also available:

Metal Matters 2nd edition
208 pages, softback
5 205 115 22.95 €

NEW Electricity Matters 3rd edition
216 pages, softback
4 507 845 20.50 €

Insurance Matters 2nd edition
168 pages, softback
200 863 25.50 €

Money Matters 3rd edition
168 pages, softback
241 408 24.95 €

Mechatronics Matters
144 pages, softback
207 994 21.95 €

Health Matters 2nd edition
128 pages, softback
200 894 21.50 €

Dentistry Matters
128 pages, softback
200 634 22.50 €

Logistics Matters
128 pages, softback
200 719 22.95 €

NEW Legal Matters 2nd edition
192 pages, softback
5 205 085 23.25 €

(Cornelsen)

Rights sold to: China, Korea
NEW Matters Series goes international

Germany is said to be world champion in vocational education. One reason of success is to learn vocational English at its best. The Matters series enjoys great success in German vocational schools. Because of this tremendous success we decided to make this series available for the international market.

Monolingual versions of these coursebooks will now be available around the world as part of our international ‘Matters’ series.

Business Matters
Ten units cover the essential language needed to be successful in the business world covering everything from soft skills such as telephoning, small talk and presentations through to the most important elements of business communication, for example orders, payments and reminders, to looking at different business areas like advertising, marketing and logistics.

Office Matters
Each unit covers the language required in everyday office situations ranging from general secretarial activities such as telephoning, preparing presentations and arranging business meetings to the preparation of the main elements of commercial correspondence from enquiries through to reminders.

Trade Matters
This is the ideal book for any student planning their future in wholesale and foreign trade. Based on a case-study approach, each unit gives a practical insight into many professional situations such as making contact with business partners, handling trade documents, arranging travel to a trade fair, negotiating deals and dealing with exports and insurance.

Industry Matters
A wealth of role-plays, dialogues, reading texts and listening exercises give students training to become industrial management assistants. Students will find themselves gaining experience in answering telephone calls, organizing international meetings, learning about production processes and negotiating payment and delivery.

Logistics Matters
In each of the eight units, case studies give the students a professional context for the communicative English that they will learn, e.g. arranging road and rail transport within Europe, planning an alternative route, organizing international freight, dealing with documentation, getting a quote and making and confirming an offer.

Insurance Matters
Students gain confidence in dealing with a wide range of insurance policies in English. Should it be contents and building insurance, life insurance, personal accident insurance, private health insurance, liability, motor insurance, business insurance or reinsurance – Insurance Matters covers them all.

Legal Matters
Organising appointments at court, planning business trips, recovering debts and dealing with international clients. All the important aspects of office communication are covered in this intermediate level course.

Technical Matters
Technical Matters can be used by students in any technical field as each unit combines everyday working English with a technical context, e.g. advising customers, planning a job, using tools and instruments, troubleshooting, preventing accidents and providing after-sales service.

Electricity Matters
The students learn and practice the English they need for typical professional situations such as customer consultations, troubleshooting on the telephone, understanding instruction manuals and answering emails.

Health Matters
This book provides future medical receptionists and health assistants with all the language they need to deal with English-speaking patients in the doctor’s surgery. The units use realistic situations to introduce language which is then practiced in context. Topics covered include making appointments, describing symptoms, treating a patient, dealing with illness, at the pharmacy and nutrition.

Job Basics A2 – introduction course for weak learners
Students who have had little success with school English will rejoice in this elementary course, which puts them directly into the typical work situations for which they need English, and gives them the phrases they need to manage them without any long grammar explanations. Tasks which all kinds of workers need to manage – making and confirming appointments, describing products, understanding safety rules, giving directions to a driver, etc. – are covered, with many parallel exercises for classes with mixed ability levels.

For distribution details for Matters International, please talk to us at an upcoming trade fair or conference or email us at: international@cornelsen-schulverlage.de.
Job Matters

*Job Matters* is a coursebook aimed at young trainees (17–20 year old). The starting point is at the end of A1 and it finishes at the beginning of B1 and covers a range of aspects such as numbers, telling the time, giving directions, being polite, telephoning, writing emails and applying for a job etc. Elementary grammar points are revised and vocabulary is expanded. These Workbooks can also be used for self-study since each one comes with an answer key.

For example:

**Car Mechanics**
52 pages, softback, numerous illustrations
200 337
9.75 €

**Construction**
48 pages, softback
200 507
9.75 €

**Wood Technology**
48 pages, softback
200 329
9.75 €

**Plumbing**
48 pages, softback
200 493
9.75 €

**Gastronomy**
48 pages, softback
200 442
9.75 €

**Metal Technology**
64 pages, softback
204 007
9.75 €

**Electro Technology**
64 pages, softback
204 014
9.75 €

(Cornelsen)

Rights sold to: China, Sweden, Czech Republic, Finland

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**Work with English – 4th Edition**

The completely new edition of our successful course for learners of vocational English at B1 level provides a wealth of multimedia material for motivating lessons.

The students’ book:
- equips learners with the language they need for their future working life (World of Work).
- supports mixed ability classes with extra exercises and further reading texts for advanced students and online worksheets for extra revision (Webcodes).
- develops individual learning skills (How to pages).
- reviews material on Revision and Exam practice pages.

The workbook consolidates grammar and vocabulary and practises writing skills while the accompanying audio CD develops listening skills. An extra edition with CD-ROM also supplies interactive exercises.

A vocabulary practice book lists the most important words from the units with translations, example sentences and accompanying exercises.

The teachers’ book offers a range of worksheets at different levels, tests and games as extra material. It also includes three audio CDs and videos from the students’ book.

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**Student’s Book**
264 pages, softback
5 205 177
22.95 €

**Workbook**
64 pages, softback, CD
5 205 207
11.75 €

**Vocabulary Practice Book**
68 pages. softback
4 506 411
5.20 €

**Teacher’s Book**
216 pages, softback, CD-R
5 205 191
27.50 €

**Workbook teacher’s edition**
64 pages, softback, CD
5 205 214
8.75 €

(Cornelsen)
Job Basics

Job Basics is an A2-level book designed for any job-orientated English class. It focuses on tasks that practically every working person has to perform, from writing e-mails and answering phone calls to hosting international guests and talking about products. These skills are practised in Situations and Scenarios, which are relevant to students interested in any profession. Additionally, Your Choice and Jet exercises ensure that students of all levels are catered for.

Job Basics will also soon be available as an international edition (see page 35).

Coursebook
160 pages, softback
4 506 961 16.50 €

Teacher’s Book
160 pages, softback, CD-R
4 506 978 23.95 €

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 10.50 €

(Cornelsen)

Rights sold to: Czech Republic, China

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.

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

Intercultural Competence in Business English
200 pages, softback
5 200 790 29.95 €

(Cornelsen)