



Natural Business English: Authentic Language for Business Today (Mixed media product)

By Bill Mascull

Delta Publishing, United Kingdom, 2013. Mixed media product. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book. Natural Business English is for people who want to learn the real language of international business today. It covers essential business vocabulary and expressions as well as presenting and practising authentic business language, using idiomatic expressions and metaphorical language. This book is designed to help learners to understand authentic business English, and to practise using it in appropriate ways to improve their fluency. Natural Business English can be used in class or for self-study at levels B2-C1. It is suitable for people studying business English, doing courses with a business English component at university or equivalent level, as well as those already working who need English in their careers. Natural Business English covers both essential and authentic business language that will lead to students fluency in the following key areas: units 1-4 look at people, leaders, organisations and mergers and acquisitions; units 5-8 cover manufacturing, retailing, services and business operations; units 9-12 deal with products and customers, marketing and strategy; units 13-16 look at research and development, human resources, accounting and finance; and units 17-20 deal with financial markets,...



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