

Business Plus Cambridge University Press

Why are people loyal? How do groups form and how do they create incentives for their members to abide by group norms? Until now, economics has only been able to partially answer these questions. In this groundbreaking work, Paul Frijters presents a new unified theory of human behaviour. To do so, he incorporates comprehensive yet tractable definitions of love and power, and the dynamics of groups and networks, into the traditional mainstream economic view. The result is an enhanced view of human societies that nevertheless retains the pursuit of self-interest at its core. This book provides a digestible but comprehensive theory of our socioeconomic system, which condenses its immense complexity into simplified representations. The result both illuminates humanity's history and suggests ways forward for policies today, in areas as diverse as poverty reduction and tax compliance.

Communicating Across Cultures is an innovative short course for learners of business English who want to function effectively in an international environment by developing their intercultural skills in English. Drawing on inspirational advice from leading figures in the world of cross-cultural communication, Communicating Across Cultures covers all types of oral and written communication, from meetings to negotiations, telephone calls to emails, and deals with situations ranging from working in international teams to managing conflict. Students are invited to analyse their own intercultural competence and helped to develop a personal action plan for further use beyond the classroom. The Student's Book comes with an audio CD that contains authentic interviews with people from the world of business and extracts from meetings that exemplify the communication strategies presented.

The best American English learner's dictionary is better than ever, with new words and new features. Based on the world's largest corpus of American English, the book and CD include up-to-date vocabulary, easy-to-understand definitions, helpful usage notes, and examples that show how English is really used. The CD-ROM features spoken pronunciations for every word, advanced search features, a thesaurus, and instant lookups of words on Web pages and other documents.

Business Plus is a three-level, integrated-skills, business English course, from A1 (false beginner) to B1 (pre-intermediate) levels. The Level 1 Teacher's Manual contains a general introduction, full unit-by-unit summaries, language notes and tips, and a complete answer key.

There is a growing interest in activity theory across behavioral and social sciences. Activity theory has a very rich and solid heritage in the works of Vygotsky, Luria, and Leont'ev. The development of activity theory depends on the understanding of this heritage. However, this literature is very demanding and often proves inaccessible to new generations of scholars who want to pursue empirical studies. How can students and young researchers be helped to engage with this heritage as they carry out their inquiries in various social practices? This book provides researchers with an accessible text that also supports the use of the classic tradition of activity theory.

The most up-to-date business English dictionary created specially for learners of English.

The world's bestselling introductory Latin course.

Business Start-up is a two-level (CEF level A1/A2) Business English course for adults who need English for their work. The Teacher's Book contains detailed notes on every lesson with added tips and advice on how to manage and extend the course material. Additional communication activities in each lesson offer even more communicative language practice. The Teacher's Book also contains a placement/end of course multiple choice test and progress tests after every three units. The Business Start-up website offers a downloadable list of Can-do statements for every unit based on competencies from the Common European Framework of Reference for Languages, allowing students the chance to reflect on what they've learnt and evaluate their own progress.

From Roosevelt to Truman initially investigates Truman's foreign policy background and then examines the legacy that FDR bequeathed to him.

Cambridge English Empower is a general adult course that combines course content from Cambridge University Press with validated assessment from the experts at Cambridge English Language Assessment. Elementary Presentation Plus provides the complete Elementary Student's Book content and the Workbook content with built-in annotation tools, embedded audio, and class video in an easy-to-operate format for interactive whiteboards or computers and projectors.

Writing for Impact is an innovative and broad-ranging new course for learners of business English who want to excel at writing. The course's 12 modules take learners through the topics they will need to succeed in business. It covers a wide variety of topics from emails and letters to meeting minutes and agendas. The progressive syllabus ensures learners will improve their overall knowledge and ability in writing. The course comes with an audio CD, which provides both tips and input on producing written documents in a business setting and extracts from meetings and phone calls. There are also full Trainer's Notes for the teacher and templates to aid learners in producing a range of written communications, which can be downloaded online.

This is the first full-length study to examine the links between high Romantic literature and what has often been thought of as a merely popular genre - the Gothic. Michael Gamer offers a sharply focused analysis of how and why Romantic writers drew on Gothic conventions whilst, at the same time, denying their influence in order to claim critical respectability. He shows how the reception of Gothic literature, including its institutional and commercial recognition as a form of literature, played a fundamental role in the development of Romanticism as an ideology. In doing so he examines the early history of the Romantic movement and its assumptions about literary value, and the politics of reading, writing and reception at the end of the eighteenth century. As a whole the book makes an original contribution to our understanding of genre, tracing the impact of reception, marketing and audience on its formation.

The Cambridge Advanced Learner's Dictionary gives the vital support which advanced students need, especially with the essential skills: reading, writing, listening and speaking. In the book: * 170,000 words, phrases and examples * New words: so your English stays up-to-date * Colour headwords: so you can find the word you are looking for quickly * Idiom Finder * 200 'Common Learner Error' notes show how

to avoid common mistakes * 25,000 collocations show the way words work together * Colour pictures: 16 full page colour pictures On the CD-ROM: * Sound: recordings in British and American English, plus practice tools to help improve pronunciation * UNIQUE! Smart Thesaurus helps you choose the right word * QUICKfind looks up words for you while you are working or reading on screen * UNIQUE! SUPERwrite gives on screen help with grammar, spelling and collocation when you are writing * Hundreds of interactive exercises

A practical step-by-step introduction to the analysis of English grammar, taking an integrated approach to function and structure.

Business Plus is a three-level, integrated-skills, business English course, from A1 (false beginner) to B1 (pre-intermediate) levels. Each level of the Student's Book has 10 units. Designed to be easy and enjoyable to teach, each unit features integrated skills and language practice. Units also include cultural awareness sections that connect learners to their region and beyond. In addition, TOEIC-style practice sections allow students' progress to be measured.

This undergraduate textbook captures the dynamic nature of business ethics in the era of globalization.

Business Plus is a three-level, integrated-skills, business English course, from A1 (false beginner) to B1 (pre-intermediate) levels. The Level 2 Teacher's Manual contains a general introduction, full unit-by-unit summaries, language notes and tips, and a complete answer key.

This book discusses how facts travel, and when and why they sometimes travel well enough to acquire a life of their own. Whether or not facts travel in this manner depends not only on their character and ability to play useful roles elsewhere, but also on the labels, packaging, vehicles and company that take them across difficult terrains and over disciplinary boundaries. These diverse stories of travelling facts, ranging from architecture to nanotechnology and from romance fiction to climate science, change the way we see the nature of facts. Facts are far from the bland and rather boring but useful objects that scientists and humanists produce and fit together to make narratives, arguments and evidence. Rather, their extraordinary abilities to travel well shows when, how and why facts can be used to build further knowledge beyond and away from their sites of original production and intended use.

Business Plus is a three-level, integrated-skills, business English course, from A1 (false beginner) to B1 (pre-intermediate) levels. The Level 3 Teacher's Manual contains a general introduction, full unit-by-unit summaries, language notes and tips, and a complete answer key.

Justification of the state-contingent approach to the economics of uncertainty.

Business Roles 2 is a photocopiable resource book containing 12 simulations for Business English students. The main aim of the material is to get learners talking in genuinely communicative contexts. In each of the 12 simulations students participate in a meeting to discuss and resolve a realistic company issue or problem. In addition to the photocopiable pages for students which include preparatory tasks, a briefing on the situation, roles and follow-up questions, there are teacher's notes at the beginning of each section.

Comprehensive student-friendly resources designed for teaching Cambridge International AS and A Level English Language (syllabus 9093 for first examination in 2015). The core aim of this Coursebook is to help students to develop and apply the key skills they need to achieve in AS and A Level English Language. They will build the skills needed for assessment through frequent activities. Divided into two distinct parts for AS and A Level studies, the book covers a wide range of reading skills, such as understanding aspects of style, voice and tone. It also addresses the conventions of key kinds of writing and spoken language, from scripted speeches to travel articles, and looks at how they can capture these conventions in their own work.

Primarily designed as a self-study reference and practice book, it can also be used for classroom work. The book covers a wide range of business topics including Jobs, People and Organisations, Production, Marketing, Finance and the Economy and Business Culture. Business skills covered include Meetings, Negotiating and Presentations. 66 easy-to-use units.

Completely updated to match the latest syllabuses, this rigorous student book provides comprehensive coverage along with relevant and up-to-date global examples and case studies. Brian Titley's stretching approach is trusted by teachers around the world to build potential for the Cambridge exams, and students future careers. To support achievement and assessment confidence, comprehensive exam practice is included. Includes access to online content with additional exam-questions, exercises, model answers, and revision tips.

Essential grammar reference and practice for anyone using English in a business context. Grammar for Business is a must-have for intermediate business students and anyone using English in the workplace. It provides clear explanations and authentic practice of the most essential language used in business English. Designed to help you improve your communication skills in real business situations, it includes a unique focus on spoken as well as written grammar, and practical tips on areas such as organising presentations, negotiating and giving your opinion. Ideal for classroom use and self study.

The barrel cortex contains the somatosensory representation of the whiskers on the face of the rodent and forms an early stage of cortical processing for tactile information. It is an area of great importance for understanding how the cerebral cortex works because the cortical columns that form the basic building blocks of the cerebral cortex can be seen within the barrel cortex. In this advanced graduate and research level text, Kevin Fox explores three main aspects of the barrel cortex: development, sensory processing and plasticity. Initial chapters introduce the topic, describing those animals that have barrels, the functional anatomy of the system and the cellular and synaptic physiology of the cortical microcircuit. The book concludes with a chapter covering the numerous fields where the barrel cortex is used as a model system for solving problems in other areas of research, including stroke, angiogenesis and understanding active touch.

"The course is designed to maximise the performance of school-age learners. It features eight units covering the core topics, vocabulary, grammar and skills needed for all four exam papers for the revised Cambridge English: First (FCE) for Schools exam from 2015. Two teen-inspired topics in each unit ensure the entire exam syllabus is covered, and can also act as a basis for CLIL-based extension activities and projects. Grammar sections and a Grammar Reference help students build up the accurate language structure necessary for the Use of English parts of the new Reading and Use of English paper, while B2-level vocabulary is targeted, drawing on insights from English Profile, and brought together in a Wordlist based on key vocabulary from the units. 'Exam tips', and grammar and vocabulary exercises teach students to avoid common mistakes identified in Cambridge's unique collection of real exam papers, the Cambridge Learner Corpus."--Publisher description.

Graduate textbook and sourcebook on surface and thin film processes, with links to the World Wide Web.

Dynamic data assimilation is the assessment, combination and synthesis of observational data, scientific laws and mathematical models to determine the state of a complex physical system, for instance as a preliminary step in making predictions about the system's behaviour. The topic has assumed increasing importance in fields such as numerical weather prediction where conscientious efforts are being made to extend the term of reliable weather forecasts beyond the few days that are presently feasible. This book is designed to be a basic one-stop reference for graduate students and researchers. It is based on graduate courses taught over a decade to mathematicians, scientists, and engineers, and its modular structure accommodates the various audience requirements. Thus Part I is a broad introduction to the history, development and philosophy of data assimilation, illustrated by examples; Part II considers the classical, static approaches, both linear and nonlinear; and Part III describes computational techniques. Parts IV to VII are concerned with how statistical and dynamic ideas can be incorporated into the classical framework. Key themes covered here include estimation theory, stochastic and dynamic models, and sequential filtering. The final part addresses the predictability of dynamical systems. Chapters end with a section that provides pointers to the literature, and a set of exercises with instructive hints.

This is the first of three volumes concerning the history of the oldest press in the world, a history that extends from the sixteenth century to the present day.

Support strong assessment potential with this comprehensive Cambridge A Level Business title. It was written to match the latest syllabus for first examination in 2016 (9609). Up-to-date and international case studies will support understanding of current business practice, preparing students for assessment and their future careers. Specifically designed to give students confidence in their studies, and in preparation for their examination, it covers all the key concepts in the latest syllabus. In addition, you will receive online access to interactive activities to reinforce understanding and prepare students for exams.

Business Plus Level 1 Student's Book Cambridge University Press

An examination of the importance of writing on the development of different societies.

The fundamental mathematical tools needed to understand machine learning include linear algebra, analytic geometry, matrix decompositions, vector calculus, optimization, probability and statistics. These topics are traditionally taught in disparate courses, making it hard for data science or computer science students, or professionals, to efficiently learn the mathematics. This self-contained textbook bridges the gap between mathematical and machine learning texts, introducing the mathematical concepts with a minimum of prerequisites. It uses these concepts to derive four central machine learning methods: linear regression, principal component analysis, Gaussian mixture models and support vector machines. For students and others with a mathematical background, these derivations provide a starting point to machine learning texts. For those learning the mathematics for the first time, the methods help build intuition and practical experience with applying mathematical concepts. Every chapter includes worked examples and exercises to test understanding. Programming tutorials are offered on the book's web site.

English for Business Studies is a course for upper-intermediate and advanced level students who need to understand and discuss business and economic concepts.

La 4e de couv. indique : "Business benchmark second edition is the official Cambridge English preparation course for BULATS. A pacy, topic-based course with comprehensive coverage of language and skills for business, it motivates and engages both professionals and students preparing for working life."

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