

Cambridge English For Marketing Klett Sprachen

The first edition of the semi-bilingual English-Russian version of the Cambridge Learner's Dictionary with CD-ROM. This is the first edition of the semi-bilingual Russian version of the Cambridge Learner's Dictionary, ideal for intermediate to upper-intermediate students. Russian translations are given for every sense, and thesaurus and common error notes give students extra help with producing English. The dictionary is accompanied by a CD-ROM containing the full text of the dictionary, and including SmartThesaurus, QuickFind, recordings of every word in British and American English, plus study material.

A short self-study or classroom course (40-60 hours) for nurses who need to use English in the workplace.

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.

Four authentic Cambridge English Language Assessment examination papers for the Cambridge English: First (FCE) exam. These examination papers for the Cambridge English: First (FCE) exam provide the most authentic exam preparation available, allowing candidates to familiarise themselves with the content and format of the exam and to practise useful exam techniques. The Student's Book without answers is perfect for classroom-based test practice. The Student's Book is also available in a 'with answers' edition. Audio CDs (2) containing the exam Listening material and a Student's Book with answers and downloadable Audio are available separately. These tests are also available as Cambridge English: First Tests 5-8 on Testbank.org.uk

Offers complete in-depth preparation for the Cambridge IGCSE in English as a Second Language (E2L) examination. The revised edition of this highly successful course offers complete preparation for all papers of the Cambridge IGCSE in English as a Second Language examination. The book is endorsed by Cambridge for use with the revised syllabus. Key features include: stimulating topics, international in perspective and relevant to IGCSE students educational needs and interests; step-by-step development of the four skills to build confidence and competence; particular attention to developing a mature writing style with a focus on tone, register and audience awareness; exercises in grammar, vocabulary and spelling.

The last century was characterised by an extraordinary flowering of the art of poetry in Britain. These specially commissioned essays by some of the most highly regarded poetry critics offer a stimulating and reliable overview of English poetry of the twentieth century. The opening section on contexts will both

orientate readers relatively new to the field and provide provocative syntheses for those already familiar with it. Following the terms introduced by this section, individual chapters cover many ways of looking at the 'modern', the 'modernist' and the 'postmodern'. The core of the volume is made up of extensive discussions of individual poets, from W. B. Yeats and W. H. Auden to contemporary poets such as Simon Armitage and Carol Ann Duffy. In its coverage of the development, themes and contexts of modern poetry, this Companion is the most useful guide available for students, lecturers and readers. Professional English in Use Law is a brand new addition to the Professional English in Use series.

Publisher Description

Regency novel depicting in fiction the lives of Lord and Lady Byron. True-to-their-time characters and location is a hallmark of the novel

A three-level (B1+ to C1) integrated skills course for higher education students at university or on foundation courses. Designed specifically for students preparing for university, this integrated skills course develops language and academic skills essential for successful university studies across disciplines. With authentic lectures and seminars, language informed by Academic Word Lists and the Cambridge Academic Corpus, the course guarantees relevant and up-to-date English for university studies. The B2 Upper-Intermediate Class Audio CD and DVD Pack combines the Class Audio CD and DVD discs in a pack. The Audio CD and the DVD include extensive listening and video material with authentic Cambridge University lectures and interviews with university students. This material is linked to the Student's Book.

This textbook provides a comprehensive and thematically structured vocabulary for students of German. Designed for all but the very beginning levels of undergraduate study, it offers a broad range of vocabulary, and is divided into 20 manageable units dealing with the physical, social, cultural, economic, and political world. The word lists are graded into three levels that reflect difficulty and likely usefulness, and are accompanied by extensive exercises and activities, designed to reinforce work done with the lists, and to increase students' competence in using the vocabulary. Suitable for both classroom teaching and private study, the exercises also make use of authentic German texts, enabling students to work with the vocabulary in context. Clearly organized and accessible, Using German Vocabulary is designed to meet the needs of a variety of courses at multiple stages of any undergraduate programme.

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.

This volume investigates ideological and hegemonic practices in globally and locally written English as a Foreign Language (EFL) textbooks, and explores whether these textbooks reflect the values, beliefs and norms of the native-speaker society by

examining their ideological components and the hegemonic practices by means of which the source society or state seeks to influence learners of the language. It also attempts to clarify EFL teachers' and students' views on the underlying ideology and hegemonic practices in globally and locally written EFL textbooks. Studies on the relationship between ideology, hegemony and textbooks in applied linguistics have become more prevalent in recent decades, as the emergence of critical theory, critical pedagogy, and critical thinking skills from the 1920s onwards has led scholars to adopt a more critical perspective towards EFL textbooks, especially with regard to elements of ideology and hegemony. These two terms encompass a plethora of components, ranging from nationalism to religion. At the same time, the importance of metanarratives originating from the tenets of modernism has declined from the 1960s onwards, the assumption being that the world has entered a new age called postmodernism and post-structuralism that emphasizes the role of individuals and rejects efforts to reinforce post-colonialism, the effects of which can be seen in EFL textbooks. Accordingly, taking the elements of ideology and hegemony into account remains a vital aspect in the analysis of EFL textbooks.

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.

Cambridge English for Marketing Ernst Klett Sprachen Cambridge English for Scientists Student's Book with Audio CDs (2) Cambridge University Press

The contemporary design and updated material in this revised edition will motivate students preparing for the 2015 Cambridge English: First exam. The exams skills training activities and tips give students confidence when approaching FCE tasks. The Student's Book includes access to an online practice test, as well as Online Skills Practice, to give learners plenty of support outside class.

A focused, 50-60 hour course for the revised Cambridge English: Advanced (CAE) exam from 2015. The Student's Book without answers provides C1-level students with thorough preparation and practice needed for exam success. All four of the revised exam papers are covered. 'Quick steps' and Writing and Speaking guides explain what to expect in the exam, and provide strategies on approaching each paper, model answers, useful expressions and further practice. The accompanying CD-ROM provides interactive language and skills practice. There are two complete practice tests for teachers to access online. Audio required for the Student's Book listening exercises is available on Class Audio CDs or in the Student's Book Pack, both available separately.

Summary: "Cambridge English for Human Resources covers a wide range of topics of concern to human resources and personnel development, from understanding the essentials of resourcing and outsourcing through to strategic HR. The ten standalone units allow learners to focus on the areas of HR and Personnel Development most important to them. As well as teaching the specialist vocabulary and theory of HR, the course also develops job-specific skills such as coaching, designing and implementing appraisal systems, managing conflict and others."--Cambridge website, viewed 1st Sept, 2011.

English for Business Studies is a course for upper-intermediate and advanced level students who need to understand and discuss business and economic concepts. Second language acquisition (SLA) and language testing (LT) research have largely been viewed as distinct areas of inquiry in applied linguistics. This book provides a fresh look at areas of common interest to both SLA and LT research, and ways in which research in these two areas of applied linguistics can be fruitfully integrated.

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.

Cambridge English Proficiency 1 for updated exam (commencing March 2013) contains four complete and authentic examination papers for Cambridge English Proficiency, also known as Cambridge Certificate of Proficiency in English (CPE). This collection of examination papers provides the most authentic exam preparation available. These examination papers allow candidates to familiarise themselves with the content and format of the exam and to practise useful examination techniques. Audio CDs containing the exam Listening material, a Student's Book with answers, and a Self-study Pack containing the Student's Book with answers and Audio CDs are available separately.

Integrative Economic Ethics is a highly original work that progresses through a series of rational and philosophical arguments to address foundational issues concerning the relationship between ethics and the market economy. Rather than accepting market competition as a driver of ethical behaviour, the author shows that modern economies need to develop ethical principles that guide market competition, thus moving business ethics into the realms of political theory and civic rationality. This book was in its fourth edition in the original German in 2008, this English translation of Peter Ulrich's development of a fresh integrative approach to economic ethics will be of interest to all scholars and advanced students of business ethics, economics, and social and political philosophy.

Cambridge English For Engineering Is For Intermediate To Upper-Intermediate Level (B1 - B2) Learners Of English Who Need To Use English In An Engineering Environment. The Course Is Particularly Suitable For Civil, Mechanical And Electrical Engineers And Can Be Used In The Classroom Or For Self-Study. Cambridge English For Engineering Is Designed To Improve The Communication Skills And Specialist Language Knowledge Of Engineers, Enabling Them To Communicate More Confidently And Effectively. With An Emphasis On Listening And Speaking, The Ten Standalone Units Cover Topics Common To All Fields Of Engineering Such As Monitoring And Control; Procedures And Precautions; And Engineering Design. Authentic Activities Based On Everyday Engineering Situations - From Describing Technical Problems And Solutions To Working With Drawings - Make The Course Relevant And Motivating. In Addition, A Set Of Case Studies Available Online Provide Problem-Solving In Authentic Engineering Scenarios. The Online Teacher'S Book Has Extensive Background Information For The Non-Specialist Teacher, Useful Web Links And Extra Printable Activities. The Course Comprises: Student'S Book With 2 Audio Cds Engineering Case

Studies Online Teacher'S Book Online

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

Aims to help develop the specialist English language knowledge and communication skills for job-seeking, including job interviews, and successful techniques for dealing with difficult questions. Practice exercises, audioscripts, answer key, and common interview questions are provided. For self-study and developing listening, speaking, reading, writing and vocabulary skills.

The Global eBook Report documents and analyses how ebook markets emerge in the US, UK, continental Europe, Brazil, China, India, Russia, and the Arab world. It combines the best available data and references to specialized local actors, with thematic chapters, focusing on critical policy debates and on key driving forces, notably ebook bestsellers and pricing strategies across European markets, self-publishing, government regulation, piracy, and the expanding impact of global players. The Global eBook Report is available for download from October 1st , 2013, at www.global-ebook.com. A project of Rüdiger Wischenbart Content and Consulting.

A three-level (B1+ to C1) integrated skills course for higher education students at university or on foundation courses. Designed specifically for students preparing for university, this integrated skills course develops language and real academic skills essential for successful university studies across disciplines. With authentic lectures and seminars, language informed by Academic Word Lists and the Cambridge Academic Corpus, the course guarantees relevant and up-to-date English for university studies. The C1 Advanced Class Audio CD and DVD Pack combines the Class Audio CD and DVD discs in a pack. The Audio CD and the DVD include extensive listening and video material with authentic Cambridge University lectures and interviews with university students. This material is linked to the Student's Book.

David Crystal's classic English as a Global Language considers the history, present status and future of the English language, focusing on its role as the leading international language. English has been deemed the most 'successful' language ever, with 1500 million speakers internationally, presenting a difficult task to those who wish to investigate it in its entirety. However, Crystal explores the subject in a measured but engaging way, always backing up observations with facts and figures. Written in a detailed and fascinating manner, this is a book written by an expert both for specialists in the subject and for general readers interested in the English language.

Authentic examination papers from Cambridge Assessment English provide perfect practice because they are EXACTLY like the real exam. Inside A2 Key for Schools 1 for revised exam from 2020 you'll find four complete examination papers from Cambridge Assessment English. Be confident on exam day by working through each part of the exam so you can familiarise yourself with the format and practise your exam technique. This book does not contain the audio recordings, answer keys, sample Writing answers or Speaking test scripts. An Audio CD containing the exam Listening material, and a Student's Book with answers and audio, are available separately.

Cambridge English Empower is more than just a course book - it's a complete solution for effective learning and teaching! This new general English course for adult and young adult learners combines course content from Cambridge University Press with validated assessment from the experts at Cambridge English Language Assessment. Empower's unique mix of engaging classroom materials and reliable assessment, with personalised online practice, enables learners to make consistent and measurable progress.

A short self-study or classroom course (40-60 hours) for nurses who need to use English in the workplace"--Publisher's description.

Since 1997, this translator's guide has been the worldwide leader in its field and has elicited high praise from some of the world's best translators. It has been fully updated in the 2006 edition.

An expanding series of short, specialist English courses for different professions, work skills, and industries.

Cambridge English for Scientists is a short course (40-60 hours) for student and professional scientists.

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