

Robert F. Kennedy. In this unique account, he describes each of the participants during the sometimes hour-to-hour negotiations, with particular attention to the actions and views of his brother, President John F. Kennedy. In a new foreword, the distinguished historian and Kennedy adviser Arthur Schlesinger, Jr., discusses the book's enduring importance and the significance of new information about the crisis that has come to light, especially from the Soviet Union.

"I must congratulate you on GLOBISH THE WORLD OVER. It's a pioneering text of great importance, full of enthralling insights for native and non-native English users alike." -- Robert McCrum, author, *The Story of English and Literary Editor*, London Observer. Globish, as a concept, takes to task the world hegemony of arrogant English-speakers. Hence the landmark book *Don't Speak English - Parlez Globish* became a best-seller in French, and other languages, but it never appeared in English. GLOBISH THE WORLD OVER is the first book written in Globish-English. Non-native English speakers from non-Anglophone countries use English better between themselves than with any native English speaker. Globish codifies their very efficient "similar limitations." The word Globish may strike English-speakers as an "odd" way to rename their English. However billions of speakers in Brazil, Russia, India and China will be the new "owners" of what the world is now calling Globish. The implications are far-reaching. GLOBISH THE WORLD OVER discusses this phenomenon, and demonstrates that Globish - as a deliberate and sufficient subset of English for international communication - is limited more by a person's communication ability than by mere words.

The 50 ways... series provides a range of instant ways to improve your communications skills in business. The 50 tips in these books will allow the learner to make noticeable improvement in their business English with minimum effort. With the advent of sophisticated digital telephony technologies and the pressure on business people not to travel unnecessarily for environmental reasons, the importance of one-to-one telephone calls and teleconferencing takes on a new dimension. This book helps learners prepare for that all-important telephone call. The accompanying audio CD provides listening comprehension tasks that go with the units. This innovative title applies the theory of intercultural studies to the practice of communicating in English in a business and professional context.

Providing a clear, conversational approach to radio communications, this sourcebook for pilots and aviation specialists features typical transmissions in order to explain how the air traffic control system works and presents simulated flights to demonstrate the correct procedures. Topics cover every aspect of radio communication, including basic system and procedural comprehension, etiquette and rules, visual flight rules, instrument flight rules, emergency procedures, ATC facilities and their functions, and a review of airspace definitions. Beginners and professionals alike will find this an invaluable resource for communicating by radio.

Speaking Effectively provides the trainer with a business English book which can be used as supplementary material or as the basis for a short course at the lower-intermediate level to develop fluency and language competence. All of the 14 units are short, easy-to-use and do not require much preparation on the part of the teacher. The three case studies interspersed throughout the book allow the learner the opportunity to use the language acquired in the preceding units in more extended speaking activities. Speaking Effectively is accompanied by a cassette with the tapescripts in the back of the book.

New International Business English is a flexible course at the upper-intermediate level for people who need or will soon need to use English in their day-to-day work. All four skills - listening, speaking, reading, writing - are developed through a wide range of tasks which closely reflect the world of work.

Readers refresh and strengthen language skills with proven grammar instruction and extensive learning resources found in BUSINESS ENGLISH, 12E by Mary Ellen Guffey and Carolyn Seefer. The market leader in grammar and mechanics since its first publication, BUSINESS ENGLISH uses a three-level approach to divide topics into manageable units that help readers hone the critical skills needed most. Packed with insights from the authors' more than 60 years of combined classroom experience, this edition helps readers develop the strong language skills necessary to perform confidently in today's digital classroom and tomorrow's workplace. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Improve the way you communicate in English when working internationally - it's as much about how you say it as what you say! You need more than just a good level of English to communicate successfully in international business. Collins Effective International Business Communication gives you clear and practical advice to help you to communicate successfully with colleagues and business partners around the world, using the English you already know. Part 1 will help you with speaking and listening, with practical ideas to help you create better understanding with colleagues and business partners. Part 2 covers key interpersonal skills, such as building relationships, networking, influencing, making decisions, managing conflict and building trust. Part 3 considers the challenges of virtual communication with colleagues at a distance, with advice on how to write better emails and manage conference calls. Each unit features tip boxes, model conversations and case studies. Work environments today are increasingly complex - with greater demands on time there is more emphasis on choosing the right form of communication at the right time. You need to be able to work with colleagues at a distance and build and maintain relationships with people at home and abroad. Effective International Business Communication will help you to build the relationships you need to be successful. Can be used for self-study or by Business English trainers who want their clients to get results. CEF level B2-C1 / Upper Intermediate - Advanced

English for Business Communications is a short course for learners who need to improve their communicative ability.

Explores the moral choices and values Homer offers in his Iliad

Communicating to Win: In Life, Love, and Business empowers people at their core so they can effectively communicate in all aspects of their lives from a place of ultimate confidence to bring about the success they desire in themselves and others. Unfortunately, many are not communicating well or even at all often retreating due to fear. Fear of failure, fear of rejection, fear of embarrassment, and fear of confrontation. We let those fears immobilize us denying the possibility of a better life, career, and relationships! However, there is a solution. There is a way to take control of these fears, and it starts with learning how to effectively communicate what you want first and foremost with yourself. Whether you're communicating with your wife, your children, your business partner, your in-laws, or your neighbors...on a daily basis, we all have to communicate. Communicating to Win covers all areas of our lives: socioeconomic, religious, political, business, and personal to empower you! The decision is yours to make, and while we cannot control much of the outside world, we can control ourselves. What and how we think. What we say and how we say it. And this is the heart and soul of Communicating to Win!

Covers the essential vocabulary of the office for general staff, presenting topics such as using a copying machine, sending a fax, making telephone calls, and office safety.

How to Write Effective Business English gives guidance to both native and non-native English speakers on how to express yourself clearly and concisely. With case studies and real-life examples that demonstrate how English is used internationally in business, and full of ideas to help you get your communications right first time, this book sets the scene for describing the

benefits of good Business English, ideal for multinational companies where communication is a priority. For native English speakers, it may mean un-learning things you were taught at school and learning how to save time by getting to the point more quickly in emails; for elementary to immediate English speakers, it focuses on the areas that are easy to get wrong. How to Write Effective Business English uses real-life international business scenarios to develop your skills and provide you with some answers that even your boss might not know. You will learn a system to help you quickly and easily write emails, letters, CVs and more. Featuring sections on punctuation and grammar, checklists to help assess progress and now with a new chapter on how to write effectively for social media, How to Write Effective Business English has been praised by both native and non-native writers of English as an indispensable resource.

The transition from President Donald J. Trump to President Joseph R. Biden Jr. stands as one of the most dangerous periods in American history. But as # 1 internationally bestselling author Bob Woodward and acclaimed reporter Robert Costa reveal for the first time, it was far more than just a domestic political crisis. Woodward and Costa interviewed more than 200 people at the center of the turmoil, resulting in more than 6,000 pages of transcripts—and a spellbinding and definitive portrait of a nation on the brink. This classic study of Washington takes readers deep inside the Trump White House, the Biden White House, the 2020 campaign, and the Pentagon and Congress, with vivid, eyewitness accounts of what really happened. Peril is supplemented throughout with never-before-seen material from secret orders, transcripts of confidential calls, diaries, emails, meeting notes and other personal and government records, making for an unparalleled history. It is also the first inside look at Biden's presidency as he faces the challenges of a lifetime: the continuing deadly pandemic and millions of Americans facing soul-crushing economic pain, all the while navigating a bitter and disabling partisan divide, a world rife with threats, and the hovering, dark shadow of the former president. "We have much to do in this winter of peril," Biden declared at his inauguration, an event marked by a nerve-wracking security alert and the threat of domestic terrorism. Peril is the extraordinary story of the end of one presidency and the beginning of another, and represents the culmination of Bob Woodward's news-making trilogy on the Trump presidency, along with Fear and Rage. And it is the beginning of a collaboration with fellow Washington Post reporter Robert Costa that will remind readers of Woodward's coverage, with Carl Bernstein, of President Richard M. Nixon's final days.

A true, bestselling story from the battlefield that faithfully portrays the horror, the madness, and the trauma of the Vietnam War More than half a million copies of Chickenhawk have been sold since it was first published in 1983. Now with a new afterword by the author and photographs taken by him during the conflict, this straight-from-the-shoulder account tells the electrifying truth about the helicopter war in Vietnam. This is Robert Mason's astounding personal story of men at war. A veteran of more than one thousand combat missions, Mason gives staggering descriptions that cut to the heart of the combat experience: the fear and belligerence, the quiet insights and raging madness, the lasting friendships and sudden death—the extreme emotions of a "chickenhawk" in constant danger. "Very simply the best book so far about Vietnam." -St. Louis Post-Dispatch English365 is a three-level course in Business and general English. The Teacher's Book provides an introduction to the course and how to work with it as well as detailed notes on each Student's Book unit. It also includes photocopiable learner-training activities designed to improve the effectiveness of students' learning and encourage learner-autonomy, plus 30 extra photocopiable class activities.

Express yourself clearly and confidently at work with this practical guide to written business English and global business English, for native and non-native speakers alike.

Communicating in Business English Compass Communicating in Business English 2, 2nd Ed Communicating Across Cultures Student's Book with Audio CD Cambridge University Press

Build essential skills and write with confidence at work! Immediately practical guide to better business writing designed to help you develop a clear, direct, natural communication style that supports rather than obscures what you want to say. Writing for Business covers writing principles that are relevant for a wide range of business documents, including email, letters, memos, reports, proposals, and more, while also offering editing tips to ensure you come across as professional and polished. The book features examples and tips straight from the workplace.

This Grammar Guru will solve the world's problems. Or, at least, help you figure out when to use an Oxford comma. The New York Times Put your English skills to work for you! This book is ideal for intermediate and advanced (CEFR B1-C1) nonnative speakers of English seeking to increase their communication confidence and effectiveness in the workplace. Improve your precision and professionalism so your ideas shine! The book consists of 50 short quizzes which include the most common English errors made by nonnative speakers in professional environments. This fun format allows you to find your own frequent errors and fix them. You will test your skills quickly, daily, and build your language awareness and accuracy in writing and speaking English. Short, clear explanations after each quiz help you improve your knowledge of the grammar rules.

Complementing the quizzes are Ellen says boxes with the same practical advice on good communication etiquette and habits that Ellen has been sharing for years with large corporate clients in New York City and beyond. Witty and humorous drawings illustrate confusing language and common misunderstandings. The focus of the exercises is on fixing your grammar and problems with word choice. Examples are pulled from every industry: finance, law, consulting, publishing, real-estate, retail, technology, energy, pharmaceutical, manufacturing, education, advertising, government, insurance, non-profit, and more. Whatever your profession or interest, you will benefit from the exercises contained in this book. If you are just looking to sharpen your English, this book is for you, too. You will be learning from a professional writer with two decades of experience teaching executives in a business setting. A language-learner herself who has studied some two dozen languages, Ellen Jovin has written this book to help motivated working adults advance their business English on their own time and at their own pace.

Reliable, authoritative, and designed to ease grammar anxiety! Words are the currency of every business transaction. They persuade, inspire, educate and clarify. Essential Grammar for Business offers guidance to professionals perplexed by proper comma placement, dangling modifiers or the difference between who and whom. With a better

understanding of the building blocks, readers will be better equipped to focus on the other ingredients of good business writing such as content, clarity and style. This book is fun, fast-paced, and easy to use.

Emphasizes the English and communication skills that are necessary in the business world, including speaking, listening, reading, and writing.

"The book develops spoken language skills by presenting and practising vocabulary and expressions that are useful in everyday working life. It offers essential language in realistic contexts, useful notes to explain important points, a variety of exercise with answers and a glossary section with room for the student to put in translations in their own language. A separate audio CD contains recordings of useful phrases and dialogues." - publishers description.

#1 NEW YORK TIMES BESTSELLER • A memoir of leadership and success: The executive chairman of Disney, Time's 2019 businessperson of the year, shares the ideas and values he embraced during his fifteen years as CEO while reinventing one of the world's most beloved companies and inspiring the people who bring the magic to life. NAMED ONE OF THE BEST BOOKS OF THE YEAR BY NPR Robert Iger became CEO of The Walt Disney Company in 2005, during a difficult time. Competition was more intense than ever and technology was changing faster than at any time in the company's history. His vision came down to three clear ideas: Recommit to the concept that quality matters, embrace technology instead of fighting it, and think bigger—think global—and turn Disney into a stronger brand in international markets. Today, Disney is the largest, most admired media company in the world, counting Pixar, Marvel, Lucasfilm, and 21st Century Fox among its properties. Its value is nearly five times what it was when Iger took over, and he is recognized as one of the most innovative and successful CEOs of our era. In *The Ride of a Lifetime*, Robert Iger shares the lessons he learned while running Disney and leading its 220,000-plus employees, and he explores the principles that are necessary for true leadership, including: • Optimism. Even in the face of difficulty, an optimistic leader will find the path toward the best possible outcome and focus on that, rather than give in to pessimism and blaming. • Courage. Leaders have to be willing to take risks and place big bets. Fear of failure destroys creativity. • Decisiveness. All decisions, no matter how difficult, can be made on a timely basis. Indecisiveness is both wasteful and destructive to morale. • Fairness. Treat people decently, with empathy, and be accessible to them. This book is about the relentless curiosity that has driven Iger for forty-five years, since the day he started as the lowliest studio grunt at ABC. It's also about thoughtfulness and respect, and a decency-over-dollars approach that has become the bedrock of every project and partnership Iger pursues, from a deep friendship with Steve Jobs in his final years to an abiding love of the Star Wars mythology. "The ideas in this book strike me as universal" Iger writes. "Not just to the aspiring CEOs of the world, but to anyone wanting to feel less fearful, more confidently themselves, as they navigate their professional and even personal lives."

"Bob Chapman, CEO of the \$1.7 billion manufacturing company Barry-Wehmiller, is on a mission to change the way businesses treat their employees." - Inc. Magazine Starting in 1997, Bob Chapman and Barry-Wehmiller have pioneered a dramatically different approach to leadership that creates off-the-charts morale, loyalty, creativity, and business performance. The company utterly rejects the idea that employees are simply functions, to be moved around, "managed" with carrots and sticks, or discarded at will. Instead, Barry-Wehmiller manifests the reality that every single person matters, just like in a family. That's not a cliché on a mission statement; it's the bedrock of the company's success. During tough times a family pulls together, makes sacrifices together, and endures short-term pain together. If a parent loses his or her job, a family doesn't lay off one of the kids. That's the approach Barry-Wehmiller took when the Great Recession caused revenue to plunge for more than a year. Instead of mass layoffs, they found creative and caring ways to cut costs, such as asking team members to take a month of unpaid leave. As a result, Barry-Wehmiller emerged from the downturn with higher employee morale than ever before. It's natural to be skeptical when you first hear about this approach. Every time Barry-Wehmiller acquires a company that relied on traditional management practices, the new team members are skeptical too. But they soon learn what it's like to work at an exceptional workplace where the goal is for everyone to feel trusted and cared for--and where it's expected that they will justify that trust by caring for each other and putting the common good first. Chapman and coauthor Raj Sisodia show how any organization can reject the traumatic consequences of rolling layoffs, dehumanizing rules, and hypercompetitive cultures. Once you stop treating people like functions or costs, disengaged workers begin to share their gifts and talents toward a shared future. Uninspired workers stop feeling that their jobs have no meaning. Frustrated workers stop taking their bad days out on their spouses and kids. And everyone stops counting the minutes until it's time to go home. This book chronicles Chapman's journey to find his true calling, going behind the scenes as his team tackles real-world challenges with caring, empathy, and inspiration. It also provides clear steps to transform your own workplace, whether you lead two people or two hundred thousand. While the Barry-Wehmiller way isn't easy, it is simple. As the authors put it: "Everyone wants to do better. Trust them. Leaders are everywhere. Find them. People achieve good things, big and small, every day. Celebrate them. Some people wish things were different. Listen to them. Everybody matters. Show them."

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