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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 unique Advanced Introduction offers an insight into how sales leaders seek and maintain a sustainable competitive advantage for both organizations and customers. Lawrence B. Chonko explores how sales leaders take professional selling to the next level by focusing on serving the customer. Discussing the key skills of sales leaders - technological proficiency, managing change, and harnessing and using knowledge - Chonko analyzes how sales leaders are distinguished from other sales professionals.

Information available through 'traditional' business and competitive resources can be complimented by information gained through social media tools. Social Information is a must-have book for competitive and business researchers in any discipline including librarians, information professionals, intelligence analysts, students and marketing personnel, and explores how more 'traditional' resources can be complimented by social media tools. The book outlines different categories of social tools, competitive and business applications of these tools, and provides example searches with screenshots. The book provides concrete search examples, as well as strategies and approaches for searching social tools that may be available today or that may emerge tomorrow. Readers will learn ways to quickly develop new search strategies as new tools and features emerge. The future of social tools and information, and the lasting impact that these tools have had on how information plays a part in our lives, our businesses and our careers is discussed. The title is structured into seven chapters, covering: the impact of social media, and the approach of the book; a brief history of business and competitive information and the rise of social tools; blogs and microblogs; video, audio and images; social search

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engines; and the future of social information. The book specifically explores business and competitive information and approaches using social media tools Written by a highly knowledgeable and long-time practitioner and researcher in the field Provides both practical and strategic search approaches, so that the skills learned will be readily transferable to other social tools, and to social tools as they evolve

In *Didactic Approaches for Teachers of English in an Internacional Context*, the editors have selected articles that provide an overview of the current methodology of integrated language and culture instruction, with the understanding that the English language is completely embedded within a broader cultural framework. The papers further define this topic into creative inter-cultural approaches to teaching, including: content-based instruction in English through CLIL, holistic language-learning for children, the parallel development of linguistic and cultural competence, and a study of language structures and discourse.

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