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Why is it that Casio can sell a calculator more cheaply than Kellogg's can sell a box of corn flakes? Why can FedEx "absolutely, positively" deliver your package overnight but airlines have trouble keeping track of your bags? What does your company do better than anyone else? What unique value do you provide to your customers? How will you increase that value next year? As customers' demands for the highest quality products, best services, and lowest prices increase daily, the rules for market leadership are changing. Once powerful companies that haven't gotten the message are faltering, while others, new and old, are thriving. In disarmingly simple and provocative terms, Treacy and Wiersema show what it takes to become a leader in your market, and stay there, in an ever more sophisticated and demanding world.

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'Market Leader' is the major business English course for tomorrow's business leaders. Incorporating material from the Financial Times, it brings real business issues right into the classroom.

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CD-ROM provides more practice and simulates the actual test environment. Features: Diagnostic pre-tests and post-tests identify strengths and weaknesses and assess improvement. Eight mini-tests preview the test's integrated four-skills format. Two complete practice tests familiarize students with the actual test format and timing. Lesson Plans provide step-by-step instructions for teachers and interactive classroom suggestions. Classroom Activities include photocopiable warm-up and follow-up exercises for each language skill.

Market Leader Pearson ELT

Market Leader uses authoritative authentic content from the Financial Times to build the professional language and skills needed to communicate in the modern world of business. The third edition has been completely updated to reflect this fast-changing world.

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Student Course Book • Authentic texts from the Financial Times and other sources develop reading skills and provide essential business vocabulary. • Interviews with business people and experts develop listening skills, such as prediction, listening for specific information and note taking. • Language Work develops students' awareness of common problem areas and introduces grammatical concepts. • 16 pages of business skills in each level: negotiating, presentation, writing emails, telephoning and teleconferencing, small talk, meetings and interviews. • Open discussion exercises for groups and pairs. • Skills section for teaching career-related skills. • Useful Language Box provides phrases for role play situations in the workplace. • Case study discussions on the unit topic (with commentaries on the DVD-ROM). • Working Across Cultures develops cultural awareness and skills. • Four revisions units in each Course Book. DVD-ROM • All 12 interviews from the Course Book, with optional subtitles, expose students to natural, authentic speech. • Self-study practice activities allow students to revisit problem areas and reinforce classwork. • Activities provide language-

recycling opportunities with instant, personalised feedback. • iGlossary - a digital mini-dictionary that provides definitions and pronunciations of all the key words listed in the Course Book. • Audio for business skills lessons.

Course book Allyn & Bacon

The major business English course for tomorrow's business leaders. Incorporating material from the Financial Times(c), it bring business right into the classroom.

Market Leader Pearson Education

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Market Leader Allyn & Bacon

Market Leader 3rd Edition has been completely updated to reflect the fast-changing world of business using authoritative and authentic business sources such as Financial Times.

Market Leader Pearson Longman

Market Leader uses authoritative authentic content from the Financial Times to build the professional language and skills needed to communicate in the modern world of business. The third edition has been completely updated to reflect this fast-changing world.

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Digital software for interactive whiteboard and computers with a projector. This provides the Course Book in digital format, offering: * Course Book pages with zoom features.* Video interviews and case study commentaries.* Class audio with time coded audio scripts.* Interactive activities.* Phonetic charts.* Teacher notes and printable worksheets.* iGlossary, Grammar reference and Writing Files.* Help videos.

Market Leader Extra, Upper Intermediate Classroom Audio Cd Longman

Market Leader 3rd Edition has been completely updated to reflect the fast-changing world of business using authoritative and authentic business sources such as Financial Times.

Market Leader Pearson Longman

The 3rd edition of this ever popular course combines some fantastic new materials with all the features that have made this course a bestseller.

Market Leader Active Teach contains everything a teacher will need for the course in the classroom. It can be used with a computer and a projector or

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Market Leader 3rd Edition has been completely updated to reflect the fast changing world of business. The 3rd Edition Coursebooks include new reading texts from the Financial Times and new case studies with opinions on DVD from successful consultants. The DVD-ROM also includes authentic video materials from FT.com with printable worksheets and interviews with business experts.

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Business English Course Book ReadHowYouWant.com

New Edition Market Leader reflects the fast-changing world of business with updated material from authentic sources. The Practice File includes vocabulary exercises, language review, and writing tasks

Lehrbuch

This five-level course uses authoritative, authentic sources to explore topical business issues and builds the professional standard of language needed to communicate in the modern world of business.

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Advanced Market Leader

Advanced Business English Course Book