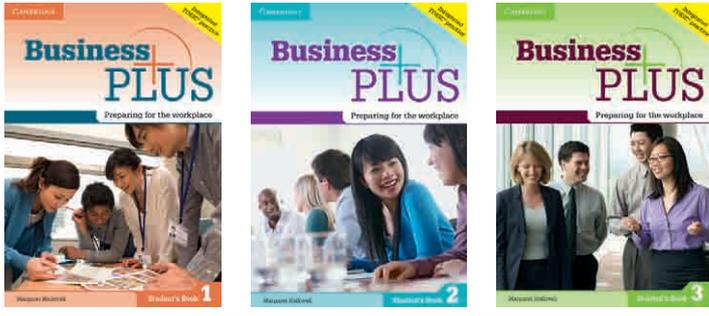


# Professional and Vocational



## Opening doors to business

A1 A2 B1

3 levels

### Business Plus

Margaret Helliwell

FALSE BEGINNER TO PRE-INTERMEDIATE

*Business Plus* is a three-level, integrated-skills, business English course, from A1+ (false beginner) to B1- (lower-intermediate) levels. It has been specifically developed for Asians needing English to do business both in Asia and beyond, and uses names, places and products familiar to students in Asia.

Aimed at pre-work experience, university or vocational college students, *Business Plus* is designed to meet the growing demand for workplace English in the region. It places particular emphasis on communication in order to build students' confidence in using English, and measures their progress through the regular use of Can Do statements. Topics and scenarios relevant to Asian learners have been carefully selected to appeal to students about to enter the workforce. These include topics based on current trends in technology, such as online shopping, as well as those with regional relevance, such as the impact of Chinese tourism in Thailand.

The Teacher's Manual contains a general introduction, full unit-by-unit summaries, language notes and tips, and a complete answer key. In addition, the website includes downloadable audio and supplementary worksheets to extend learning.

#### Key features of the Student's Book

- 10 units for each level
- Each unit features integrated skills and language practice
- Units include cultural awareness sections that connect learners to their region and beyond
- TOEIC®-style practice sections allow students to review their progress
- Key features of the Teacher's Manual
- Contains full unit-by-unit summaries, language notes and tips, and a complete answer key.
- Downloadable audio and supplementary worksheets available on website

[cambridge.org/businessplus](http://cambridge.org/businessplus)

Student's Book	978-1-107-64068-9	978-1-107-63764-1	978-1-107-66187-5
Teacher's Manual	978-1-107-66880-5	978-1-107-63872-3	978-1-107-66886-7

Exercises promote reading strategies and then transfer to a communicative task

**5 Reading Showrooming**

**A Before you read** Look at the title of the article and the photo. What do you think the article will be about?

**Asian Business Online**  
looks at "showrooming," a modern way of shopping.



Do you ever see something in a store, try it on, check the price online on your smartphone, find it is cheaper, and walk out of the store? Welcome to the world of "showrooming."

You are not the only person who does this, and it is becoming a major problem for store owners. Clothing stores, stores for electronic equipment, bookstores, and cosmetics stores are all losing business.

Amy Fu, 23, lives and shops in Singapore. She sometimes spends \$200 in an afternoon, but not in the stores she visits. "I can go in and smell a perfume, and then find it online \$20 cheaper," she says. "Sometimes when the staff are very helpful, I feel bad. But it's my money."

Online stores can offer cheaper prices because they don't have the costs of a building and staff. Some shoes and clothing stores in Australia ask for a fee when someone tries something on. The fee is taken off the bill when someone buys something.

Steve Richards, who has an English bookstore in Singapore, says: "We see customers in the corner with their cell phones. We know what they are doing, but we can't stop them. We can only hope they feel uncomfortable when they know we are watching them."

Of course, online stores such as Amazon want "real" stores to survive so that people can see, touch, and try on products. So perhaps one day online stores will have real showrooms, but only to look and try on – not to buy. All buying and selling will be online.

**B Scanning for detail** Find the missing information.

- Showrooming is a big problem for ..... (who?)
- Amy Fu sometimes spends ..... (how much?) in an afternoon.
- Amy Fu sometimes buys ..... (what?) online.
- Online stores can offer cheaper prices because ..... (why?)
- Steve Richards hopes customers feel uncomfortable ..... (when/what?)
- Online stores want "real" shops to survive so that ..... (why?)
- Perhaps one day online stores will have ..... (what?)

**C Vocabulary in context** Scan the text and find words that mean:

1 leave	4 people who work in a store
2 very big	5 money for a service
3 less expensive	6 not die

**D Now you**

- Do you shop online? Why (not)?
- Do you prefer online shopping to shopping in a store? Why (not)?

I can understand a text about the future of shopping. Unit 4 33

*Business Plus* Level 1 Student's Book

Progress measured through TOEIC®-style practice sections linked to units

**TOEIC® practice**

**1 Listening**

**A Question-Response** Listen carefully. Choose the best response to the sentence you hear.

**Example:** When did you last see Mai?

A  She lives in London.  
 B  She visited me yesterday.  
 C  Probably next week.

1 A  B  C   
 2 A  B  C   
 3 A  B  C   
 4 A  B  C

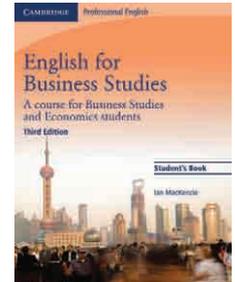
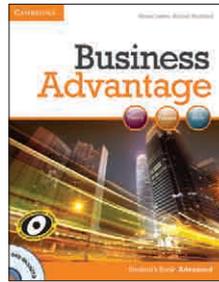
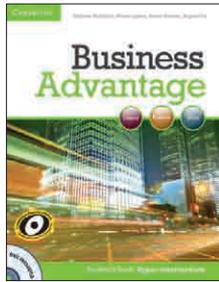
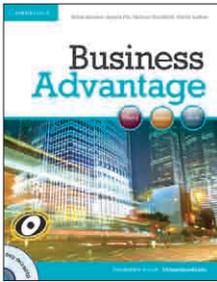


**B Conversations** Listen and answer the questions.

<p><b>Conversation 1</b></p> <p>1 Who are the speakers?</p> <p><input type="checkbox"/> A husband and wife  <input type="checkbox"/> B father and daughter  <input type="checkbox"/> C business colleagues  <input type="checkbox"/> D store clerk and customer</p> <p>2 Where are they having the conversation?</p> <p><input type="checkbox"/> A at the lunch table  <input type="checkbox"/> B in a store  <input type="checkbox"/> C at the dentist's  <input type="checkbox"/> D in the office</p> <p>3 What's Sandy planning to do?</p> <p><input type="checkbox"/> A take her son to the dentist  <input type="checkbox"/> B go to the meeting  <input type="checkbox"/> C leave early  <input type="checkbox"/> D have lunch with Mike</p>	<p><b>Conversation 2</b></p> <p>1 Where are the speakers?</p> <p><input type="checkbox"/> A at a travel agency  <input type="checkbox"/> B at a car-rental company  <input type="checkbox"/> C at a hotel  <input type="checkbox"/> D at the airport</p> <p>2 When are the Tomlins leaving?</p> <p><input type="checkbox"/> A on June 1  <input type="checkbox"/> B on June 2  <input type="checkbox"/> C on June 3  <input type="checkbox"/> D on June 4</p> <p>3 What's the problem?</p> <p><input type="checkbox"/> A Mr. Tomlin forgot to confirm.  <input type="checkbox"/> B The name Tomlin is not in the computer.  <input type="checkbox"/> C Mr. Tomlin forgot to make a reservation.  <input type="checkbox"/> D The woman is having problems with the computer.</p>
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*Business Plus* Level 1 Student's Book



B1 B2 C1 C2



## Business Advantage

Michael Handford, Martin Lisboa, Almut Koester and Angela Pitt

INTERMEDIATE TO ADVANCED

A flexible, modular course with up to 100 teaching hours of material

Reflecting the diverse reality of today's business, *Business Advantage* brings the outside world into the classroom and presents learners with insights into organisations from all over the globe, from a multitude of different industry sectors, and of all sizes.

The course is based on a unique syllabus that combines current business theory, business in practice and business skills – all presented using authentic, expert input.

Student's Book with DVD	978-0-521-13220-6	978-0-521-13217-6	978-0-521-18184-6
Personal Study Book with Audio CD	978-1-107-69264-0	978-0-521-28130-0	978-1-107-63783-2
Teacher's Book	978-1-107-63770-2	978-1-107-42231-5	978-0-521-17932-4
Class Audio CDs	978-0-521-13221-3	978-0-521-13218-3	978-1-107-66634-4
Presentation Plus DVD-ROM	978-1-107-60779-8	978-1-107-60778-1	978-0-521-17929-4

ebooks are also available. For information please visit [cambridge.org/ebooks](http://cambridge.org/ebooks)

- *Business Advantage* is the first business course to benefit from a spoken business English corpus, guaranteeing relevant, up-to-date language.
- 'Business Writing' sections help learners write effective business communications.
- The website contains lots of additional online activities, giving teachers the opportunity to supplement the coursebook material.
- Presentation Plus provides the complete Student's Book content with built-in annotation tools and embedded audio in an easy-to-operate format for interactive whiteboards or computers and projectors.
- ebook versions make it easy to study on the go, with all the content from the Student's Books available digitally, plus integrated audio and video.

[cambridge.org/businessadvantage](http://cambridge.org/businessadvantage)

A1 A2

## Business Start-up

Mark Ibbotson and Bryan Stephens

BEGINNER TO PRE-INTERMEDIATE

55 teaching hours

Designed for complete beginners, this course teaches English as it's really spoken, using natural language, realistic contexts and a regular focus on pronunciation.

By the end of the course, students will be ready to begin preparation for the BEC Preliminary examination (early B1 level).

### Level 1

Student's Book	978-0-521-53465-9
Workbook with CD-ROM/Audio CD	978-0-521-67207-8
Teacher's Book	978-0-521-53466-6
Audio CDs (2)	978-0-521-53468-0

### Level 2

Student's Book	978-0-521-53469-7
Workbook with CD-ROM/Audio CD	978-0-521-67208-5
Teacher's Book	978-0-521-53470-3
Audio CDs (2)	978-0-521-53472-7

## Cambridge Business Skills

[cambridge.org/elt/business](http://cambridge.org/elt/business)

B2 C1

### Writing for Impact

Tim Banks

UPPER INTERMEDIATE TO ADVANCED

15-20 hour short course

*Writing for Impact* covers all aspects of writing. The course also focuses on communication skills and provides a progressive syllabus on the process of writing.

Student's Book with Audio CD	978-1-107-60351-6
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B1 B2

### Communicating Across Cultures

Bob Dignen

INTERMEDIATE TO UPPER INTERMEDIATE

20-30 hour short course

Covers all types of written and spoken communications and prepares learners to work effectively with colleagues and business partners the world over.

Student's Book with Audio CD	978-0-521-18198-3
DVD	978-0-521-18202-7

B1 B2 C1 C2

### Dynamic Presentations

Mark Powell

INTERMEDIATE TO ADVANCED

15-20 hour short course

HRH The Duke of Edinburgh ESU English Language Book Award: Highly Commended

Systematically develops the key language and presentation techniques learners need to give an effective, professional and memorable performance.

Student's Book with Audio CDs (2)	978-0-521-15004-0
DVD	978-0-521-15006-4

B1 B2 C1 C2

### International Negotiations

Mark Powell

INTERMEDIATE TO ADVANCED

15-20 hour short course

Gives learners the essential skills, language and techniques they will need to ensure their negotiations are successful.

Student's Book with Audio CDs (2)	978-0-521-14992-1
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B2 C1

## English for Business Studies

A course for Business Studies and Economics students

Third edition

Ian MacKenzie

UPPER INTERMEDIATE TO ADVANCED

60-90 teaching hours

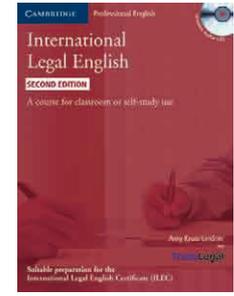
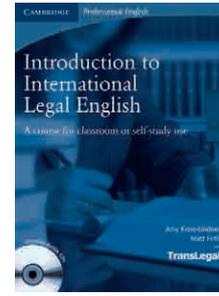
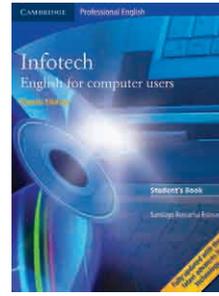
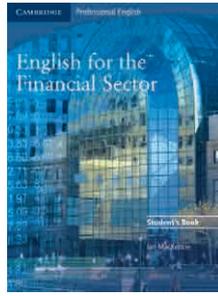
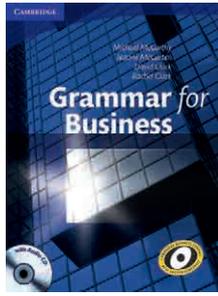
This best-selling course helps students to understand and talk about key concepts in business and economics.

Reflecting recent changes in the world's business and economic environment, the course features new subjects such as wikinomics, viral marketing, hedge funds and the subprime crisis.

As well as short, manageable chunks of listening material, the class audio features authentic interviews with business people from key areas of business, from finance to marketing.

Student's Book	978-0-521-74341-9
Teacher's Book	978-0-521-74342-6
Audio CDs (2)	978-0-521-74343-3

# Professional and Vocational



A2 B1

3 levels

B1

B1

## English365

For work and life

Steve Flinders, Bob Dignen and Simon Sweeney

ELEMENTARY TO UPPER INTERMEDIATE

45 teaching hours

Reflecting the work–life balance of busy adults, *English365* prepares earners for the business and social demands of day-to-day working life.

As well as focusing on core language skills, key vocabulary and practical phrases, the course also develops the interpersonal skills learners need to become more effective communicators.

The course is particularly suitable for those who have studied English in the past but want to refresh, consolidate and practise their existing English as well as learn new language.

[cambridge.org/english365](http://cambridge.org/english365)

Level 1	
Student's Book	978-0-521-75362-3
Personal Study Book with Audio CD	978-0-521-75364-7
Teacher's Book	978-0-521-75363-0
Audio CDs (2)	978-0-521-75366-1
Level 2	
Student's Book	978-0-521-75367-8
Personal Study Book with Audio CD	978-0-521-75369-2
Teacher's Book	978-0-521-75368-5
Audio CDs (2)	978-0-521-75371-5
Level 3	
Student's Book	978-0-521-54916-5
Personal Study Book with Audio CD	978-0-521-54918-9
Teacher's Book	978-0-521-54917-2
Audio CDs (2)	978-0-521-54919-6

B2 C1



## Contact US!

A course for the Business Process Outsourcing Industry

Jane Lockwood and Hayley McCarthy

PRE-INTERMEDIATE TO INTERMEDIATE

*Contact US!* has been carefully developed to meet the needs of near hires and new hires that require communication training. It aims to develop high-end professional English language communication skills when talking with customers. The course contains 10 units designed in a way that allows trainers to dip in and out of the book according to the needs of learners.

[cambridge.org/elt/contactus](http://cambridge.org/elt/contactus)

Coursebook w/Audio CD	978-0-521-12473-7
Trainer's Manual	978-0-521-17858-7

## Infotech

Fourth edition

Santiago Remacha Esteras

INTERMEDIATE

Up to 60 teaching hours

This trusted course contains 30 topic-based units covering everything from computer essentials through to programming, web design, job-hunting and future technologies.

An online workbook is also available from the *Infotech* website.

[cambridge.org/infotech](http://cambridge.org/infotech)

Student's Book	978-0-521-70299-7
Teacher's Book	978-0-521-70300-0
Audio CD	978-0-521-70301-7

### English for Business Communication Second edition

Simon Sweeney	Intermediate to Upper Intermediate
Student's Book	978-0-521-75449-1
Teacher's Book	978-0-521-75450-7
Audio CDs (2)	978-0-521-75452-1

### Grammar for Business

Michael McCarthy, Jeanne McCarten, David Clark and Rachel Clark	Intermediate to Upper Intermediate
Book with Audio CD	978-0-521-72720-4

### English for the Financial Sector

Ian MacKenzie	Intermediate to Upper Intermediate
Student's Book	978-0-521-54725-3
Teacher's Book	978-0-521-54726-0
Audio CD	978-0-521-54728-4

### Words at Work, Vocabulary development for Business English

David Horner and Peter Strutt	Intermediate to Upper Intermediate
Paperback	978-0-521-43872-8
Audio CDs (2)	978-0-521-58534-7

### Essential Telephoning in English

Tony Garside and Barbara Garside	Pre-intermediate to Intermediate
Student's Book	978-0-521-78388-0
Teacher's Book	978-0-521-78389-7
Audio CD	978-0-521-78391-0

### Telephoning in English, Third edition

B. Jean Naterop and Rod Revell	Intermediate to Upper Intermediate
Student's Book	978-0-521-53911-1
Audio CDs (2)	978-0-521-53913-5

### Company to Company Fourth edition

Andrew Littlejohn	Pre-intermediate to Upper Intermediate
Student's Book	978-0-521-60975-3
Teacher's Book	978-0-521-60976-0

## Introduction to International Legal English

Amy Bruno-Lindner (formerly Krois-Lindner), Matt Firth and TransLegal®

INTERMEDIATE

60–80 teaching hours

Suitable for law students and newly qualified lawyers, this leading course uses academic and professional contexts to develop understanding of the law whilst consolidating the language skills needed for a career in the legal profession.

Student's Book with Audio CDs (2)	978-0-521-71899-8
Teacher's Book	978-0-521-71203-3

B2 C1

## International Legal English

Second edition

Amy Bruno-Lindner (formerly Krois-Lindner) and TransLegal®

UPPER INTERMEDIATE TO ADVANCED

80–100 teaching hours

Ideal for experienced lawyers and law students, this updated edition of the best-selling legal English course focuses on commercial law with topics ranging from contracts, company formation to intellectual property.

- Includes case studies and a pull-out glossary.

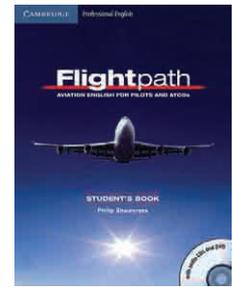
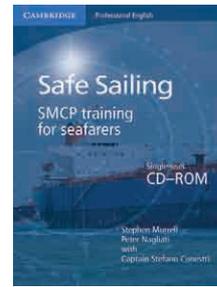
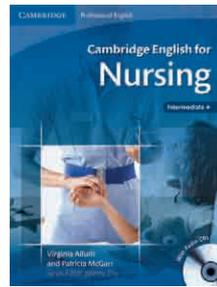
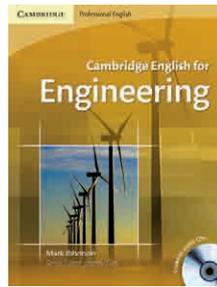
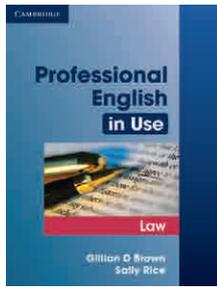
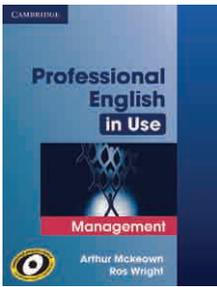
[cambridge.org/ile2](http://cambridge.org/ile2)

Student's Book with Audio CDs (3)	978-0-521-27945-1
Teacher's Book	978-0-521-27946-8

Online component available at: [translegal.com/plead](http://translegal.com/plead)

### See also

- **Professional English in Use Law**
- **Professional English in Use ICT**
- **Professional English in Use Finance**  
Page 53
- **Cambridge Business English Dictionary**  
Page 56
- **The Language of Business Meetings**  
[cambridge.org/ctd](http://cambridge.org/ctd)



**B1 B2 C1**

## Professional English in Use

INTERMEDIATE TO ADVANCED

60–90 teaching hours

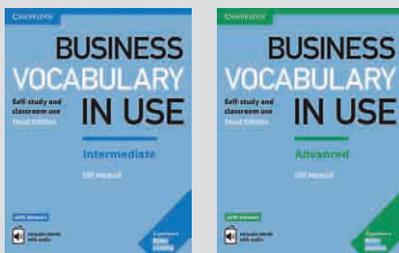
This best-selling series offers reference and practice of specialist vocabulary for training and in-service professionals who need English to communicate at work. Written by both subject and ELT experts, the series is informed by the Cambridge English Corpus to ensure relevant language.

- Presents key topics through case studies and realistic professional contexts.
- Relevant specialist vocabulary in real contexts, for example Management is ideal for MBA candidates.
- Ideal for self-study and classroom use.

[cambridge.org/inuse](http://cambridge.org/inuse)

<b>Professional English in Use Engineering</b> by Mark Ibbotson	
Book with answers	978-0-521-73488-2
<b>Professional English in Use Finance</b> by Ian MacKenzie	
Book with answers	978-0-521-61627-0
<b>Professional English in Use ICT</b>	
by Santiago Remacha Esteras and Elena Marco Fabré	
Book with answers	978-0-521-68543-6
<b>Professional English in Use Law</b> by Gillian D. Brown and Sally Rice	
Book with answers	978-0-521-68542-9
<b>Professional English in Use Management</b>	
by Arthur Mckeown and Ros Wright	
Book with answers	978-0-521-17685-9
<b>Professional English in Use Marketing</b>	
by Cate Farrall and Marianne Lindsley	
Book with answers	978-0-521-70269-0
<b>Professional English in Use Medicine</b>	
by Eric Glendinning and Ron Howard	
Book with answers	978-0-521-68201-5

### See also



### NEW Business Vocabulary in Use

The revised and updated Intermediate and Advanced levels are now available with ebooks. Page 80

**A2 B1 B2 C1**

## Cambridge English for...

Series Editor: Jeremy Day

PRE-INTERMEDIATE TO ADVANCED

40–60 teaching hours per book

This popular short courses series is designed for learners who need to use English in a professional environment such as science, engineering, marketing, human resources and job-hunting, nursing and the media. Written by professionals for professionals, each book combines the best in ELT methodology with real professional practice to help develop the specialist language and communication skills needed by professionals in their daily work.

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- Free online Teacher's Books with background information on specialist subject and extra activities.
- Free additional case studies online.
- *Cambridge English for Engineering* is now available as an ebook.

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Student's Book with Audio CDs (2)	978-0-521-71518-8
<b>Cambridge English for Human Resources</b> by George Sandford	
Student's Book with Audio CDs (2)	978-0-521-18469-4
<b>Cambridge English for Job-hunting</b> by Colm Downes	
Student's Book with Audio CDs (2)	978-0-521-72215-5
<b>Cambridge English for the Media</b>	
by Nick Ceramella and Elizabeth Lee	
Student's Book with Audio CDs (2)	978-0-521-72457-9
<b>Cambridge English for Marketing</b> by Nick Robinson with CIM	
Student's Book with Audio CDs (2)	978-0-521-12460-7
<b>Cambridge English for Nursing</b> by Virginia Allum and Patricia McGarr	
Pre-intermediate	
Student's Book with Audio CDs (2)	978-0-521-14133-8
Intermediate +	978-0-521-71540-9
Student's Book with Audio CDs (2)	
<b>Cambridge English for Scientists</b> by Tamzen Armer	
Student's Book with Audio CDs (2)	978-0-521-15409-3

**A1 A2 B1**

## Safe Sailing

SMCP training for seafarers

Stephen Murrell and Peter Nagliati with Captain Stefano Canestri

ELEMENTARY TO INTERMEDIATE

BRITISH SHIPPING AWARD – in association with The Chamber of Shipping

Endorsed by the British Chamber of Shipping this CD-ROM helps seafarers to improve their maritime English to the standard required by the International Maritime Organisation safety regulations.

Visit the website for an online demo.

[cambridge.org/safesailing](http://cambridge.org/safesailing)

Book with Audio CD 978-0-521-13495-8

**B2 C1**

## Flightpath

Aviation English for pilots and ATCOs

Philip Shawcross

UPPER INTERMEDIATE TO ADVANCED

Developed in collaboration with a panel of experts in aviation communication and safety, *Flightpath* enables pilots and Air Traffic Control Officers to achieve an ICAO4 or higher level of proficiency in English and prepares them to perform communicative tasks in a high-stakes aviation context.

Visit the website for FREE resources.

- DVD with real training videos, as used by aviation organisations to train their staff, including Airbus and Eurocontrol.

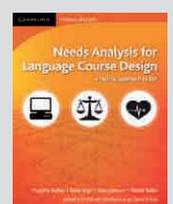
[cambridge.org/flightpath](http://cambridge.org/flightpath)

Student's Book with Audio CDs (3) and DVD 978-0-521-17871-6  
Teacher's Book 978-0-521-17870-9

### Also available

- **Needs Analysis for Language Course Design**  
A holistic approach to ESP

An essential toolkit for ESP teachers who create language programmes for professionals.  
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[cambridge.org/cambridgeenglish](http://cambridge.org/cambridgeenglish)

B2 C1

## Good Practice

**Communication Skills in English for the Medical Practitioner**

Marie McCullagh and Ros Wright

UPPER INTERMEDIATE TO ADVANCED

60–65 teaching hours

Pre- and in-service training

WINNER The David Riley Award for Innovation in Business English and ESP

This award winning course prepares doctors to communicate with patients in a wide range of medical scenarios in English. Uniquely, students learn not only functional language and medical terminology but also interpersonal skills and non-verbal communication illustrated on the course DVD.

DVD worksheets are available online.

[cambridge.org/goodpractice](http://cambridge.org/goodpractice)

Student's Book	978-0-521-75590-0
Teacher's Book	978-0-521-75591-7
Audio CDs (2)	978-0-521-75592-4
DVD	978-0-521-75593-1

B1

## English in Medicine

Third edition

Eric Glendinning and Beverly Holmström

INTERMEDIATE

Designed to develop the communication skills of both medical students and professionals, this course requires no specialist knowledge on the part of the teacher. Each unit focuses on one area of doctor-patient communication, such as making a diagnosis.

Book	978-0-521-60666-0
Audio CD	978-0-521-60668-4

See also

- Professional English in Use Medicine
- Cambridge English for Nursing  
Page 53

A2 B1

## Be My Guest

English for the hotel industry

Francis O'Hara

ELEMENTARY TO PRE-INTERMEDIATE

Through short, manageable units, this course focuses on the everyday language needed by hotel employees. It deals with a range of customer-facing situations, including reception and bar work, and answering the telephone.

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