

# English for Business & Specific Purposes

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# English for Business & Specific Purposes

Master the key communications skills required in international business English

## DELTA BUSINESS COMMUNICATION SKILLS SERIES



### Asia Edition

Louis Harrison, Caroline Cushen & Susan Hutchison

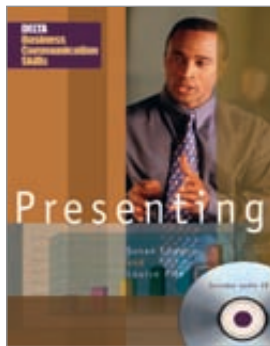
LEVEL: pre-Intermediate to intermediate

The Delta Business Communication Skills series is designed to help learners at pre-intermediate and intermediate level to master the key communication skills required in international business English today.

Each book in the series is designed for classroom use, but is also suitable for self-study.

Each book and accompanying audio CD provides six core units.

- ▶ a needs analysis to help learners to think about their strengths and weaknesses in English and to identify and prioritise their learning needs
- ▶ a learning journal to help students monitor their learning during the course
- ▶ a review to help consolidate the language work students have done in each unit
- ▶ a reference section listing the vocabulary and useful phrases covered in each unit
- ▶ a resources section containing a range of photocopiable material; an answer key, including suggested answers, and transcripts.



#### Delta Business Communication Skills - Asia edition

Business Language Practice	9781905085293
E-mailing	9789814281614
Meetings	9789814281676
Negotiating	9789814281621
Presenting	9789814281591
Socialising	9789814281584
Telephoning	9789814281607

#### Your colleagues say...

“The book provides a wide variety of activity formats including matching exercises, gap-fills and crosswords. Generally, these activities are engaging, requiring learners to think.... The vocabulary reference section should prove of real use to learners at pre-intermediate and intermediate level.... This A4-size book provides solid language practice and is worth investigation.”

## TOTAL BUSINESS 1- 3



Mara Pedretti, Rolf Cook, Helen Stephenson, John Hughes, Paul Dummett, Colin Benn

Level: pre-intermediate to upper Intermediate (CEF: B1 – C1)

### PROVIDING A COMPLETE PACKAGE FOR THE WORLD OF WORK

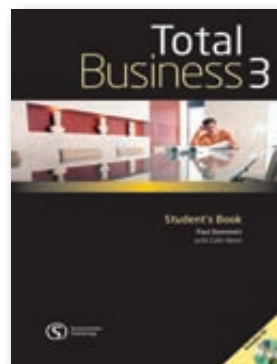
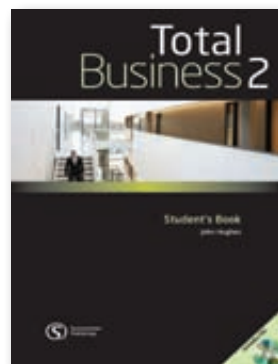
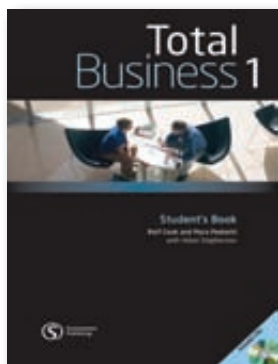
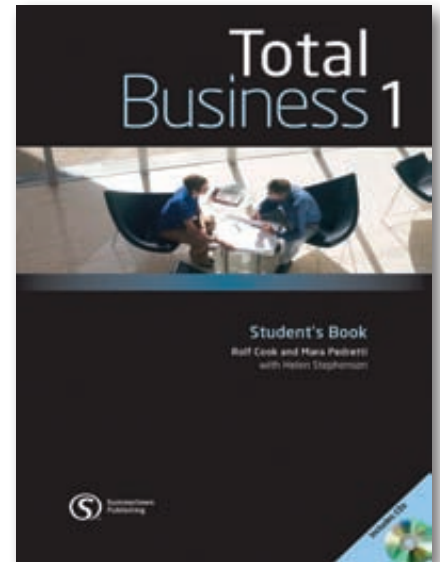
Total Business is a three-level business English course for pre-work students and business people wishing to improve their English and their employment prospects. It is also suitable for in-company training.

### The 12 modules in each Student's Book are divided into:

- ▶ Business Topics – lessons to teach vocabulary used in the working world
- ▶ Business Skills – lessons to develop essential communication skills
- ▶ Learning Strategies – lessons that focus on language learning in the business context

### The core lessons offer:

- ▶ Modern, business related topics to engage students and involve them in the practice of everyday business
- ▶ An integrated grammar syllabus offering extensive functional practice
- ▶ Varied activities and learning strategies to motivate and support students in their studies



### Your colleagues say...

“The teachers like the layout of the book with most believing the text and pictures contained in the book are clear and easy to follow. The book provides good context for the language using texts from within the business world. The listenings and readings are quite authentic and often provide natural language for teachers to exploit. The teachers also commented that the Teacher's book is helpful and easy to use with a few teachers commenting that they found the extra resource activities useful.”

British Council, Malaysia

Total Business	Level 1	Level 2	Level 3
Student Book with Class Audio CD	9780462098616	9780462098654	9780462098692
Workbook with Key	9780462098623	9780462098661	9780462098708
Class Audio CD	9780462098647	9780462098685	9780462098722
Teacher's Book	9780462098630	9780462098678	9780462098715

# English for Business & Specific Purposes



## FIRST STEPS TO YOUR CAREER 1-3 (ASIA EDITION)

LEVEL: elementary to intermediate

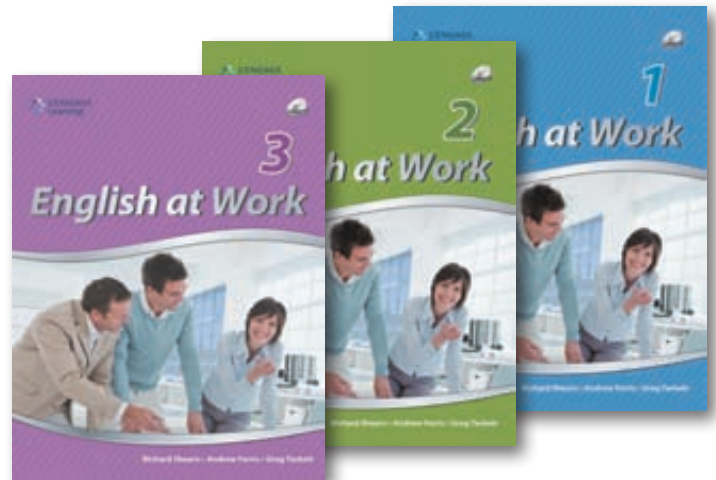
The new series First Steps to Your Career is designed to assist pre-intermediate to high intermediate English learners in leveraging their language skills to make their way up the professional ladder. First Steps to Your Career includes a variety of activities to prepare students for both professional and casual office interaction. Topics are specifically tailored to help learners make their way in today's ever-changing business environment.

- ▶ Listening comprehension exercises develop students' listening skills by entertaining them with lively conversations and news stories.
- ▶ Each unit's Grammar Focus outlines key points and allows students to put tips into practice.
- ▶ Class activities allow teachers to get students out of their seats and speaking with classmates.
- ▶ Culture Corner sections expose students to the many differences between Eastern and Western business practices.
- ▶ Two reading sections per unit develop students' reading comprehension skills using a variety of topics related to the modern business world, including valuable tips regarding interviews, entertaining clients and staying connected after leaving a job.
- ▶ Vocabulary activities help students to better remember newly learned terms by putting them to use right away.

<b>First Steps to your Career</b>	
Book 1	9789814455596
Book 2	9789814455602
Book 3	9789814455619

See title index page 153, for complete series ISBNs

Teacher Guide, Test Banks (in PDF/Word format) and powerpoint presentation tool available. Contact your local Cengage Learning Representative for files.



## ENGLISH AT WORK 1-3 (ASIA EDITION)

Richard Shearn, Andrew Ferris, Greg Tackett

Level: pre-intermediate to upper Intermediate (CEF: A2-B2)

This 3-level series prepares students for working in English. All four English skills - reading, listening, speaking and writing – are included in each unit. Essential professional English skills are included as well, such as giving presentations, participating in meetings and negotiating. This series will provide learners with the essential tools for working in a global world, as well as preparing them for the TOEIC Test.

### Complete professional English preparation and practice through:

- ▶ Real-world professional simulations and scenarios
- ▶ Extensive grammar sections
- ▶ Professional advice and tips
- ▶ Job hunting and interview skills
- ▶ Consistent “Critical thinking” sections teach the critical thinking skills necessary for academic success
- ▶ TOEIC® style practice tests

<b>English at Work - Asia Edition</b>	
Book 1	9789866121616
Book 2	9789866121623
Book 3	9789866121630

See title index page 153, for complete series ISBNs

Teacher Guide, Test Banks (in PDF/Word format) and powerpoint presentation tool available. Contact your local Cengage Learning Representative for files.

## INTERNATIONAL MANAGEMENT ENGLISH

NEW!



Jackie Black, Bob Dignen,  
Jonathan Dyson, Steve Flinders, Fiona Mee

Level: upper Intermediate to advanced (CEF: B2-C1)

### Leading People, Managing Projects



*International Management English* is a ground-breaking new series developed by York Associates, who have been preparing professionals for international work for over 30 years.

Research shows that, in order to operate and communicate successfully in the ever-more-connected world of international business, managers need a blend of the following skills to be effective communicators:

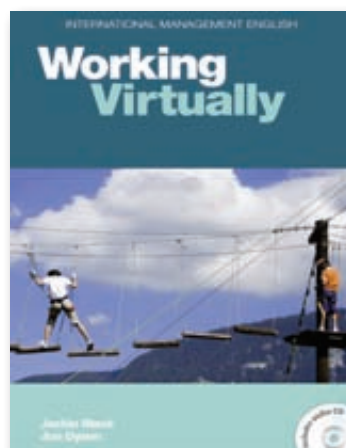
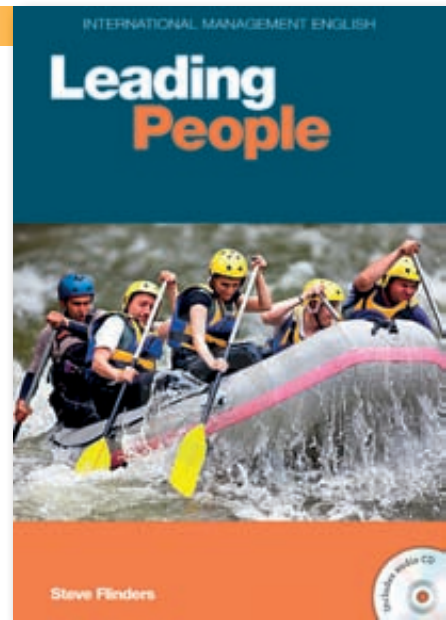
- ▶ relevant language skills
- ▶ communicative ability
- ▶ people management skills
- ▶ intercultural competence

*International Management English* provides comprehensive training in all of the above areas.

*International Management English* consists of four titles covering key aspects of international business operations; *Leading People*, *Managing Projects*, *Managing Change* and *Working Virtually*.

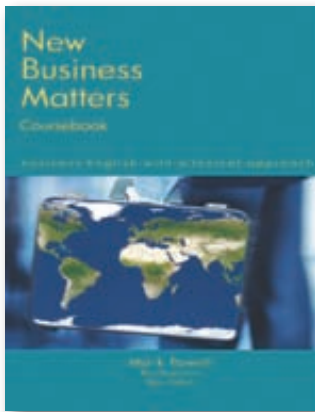
Each book in the series consists of eight units, with every unit offering four distinct sections:

- ▶ *Discussion and listening* Engaging and relevant content in areas of international management and teamwork
- ▶ *Communication skills* In addition to the familiar topics of meetings, presentations and negotiations, input and practice are also provided in conflict management, team building and giving and receiving feedback
- ▶ *Professional skills* Authentic texts from management writers and thinkers provide the starting point for reflection and discussion among learners
- ▶ *Intercultural competence* A focus on raising cultural awareness followed by an illustrative case study



<b>DELTA International Management English</b>	
Managing Projects	9781905085668
Leading People	9781905085675
Managing Change	9781905085682
Working Virtually	9781905085699

# English for Business & Specific Purposes



## NEW BUSINESS MATTERS

Second Edition

Mark Powerl With Ron Martínez, Rosi Jillett, Charles Mercer

Level: intermediate – upper Intermediate

CEF: B1 - B2

### Business English With A Lexical Approach

Designed for both in-service and pre-service courses, the fully updated New Business Matters offers a unique lexical / grammatical syllabus focusing on the language students need to increase their fluency, understanding, and communication skills in business.



## ENGLISH FOR BUSINESS LIFE

Ian Badger And Pete Menzies

Level: elementary – upper Intermediate

CEF: A1 – B2

### The Flexible Business English Course

English for Business Life is suitable for a wide range of training situations from in-company courses in multinationals to colleges that train students for the workplace.



**A new approach in ESP instruction!**

## PROFESSIONAL ENGLISH SERIES

Kristin L. Johannsen, Martin Milner, Josephine O'Brien, Hector Sanchez, Ivor Williams

LEVEL: intermediate

The five-volume Professional English series is designed for both pre-work students and those already working. Teachers and learners will find a variety of practice opportunities in problem solving, critical thinking, and professional communication.

- ▶ An integrated four-skills approach breaks with the traditional practice of reading/vocabulary ESP instruction.
- ▶ Two-page lessons provide a variety of interesting work situations.
- ▶ Grammar Reference allows for review and self-study of the essential grammar required at the intermediate level.
- ▶ An international English Audio Program with a variety of American, British, and non-native accents develops the listening skills required by today's global community.
- ▶ A comprehensive Teacher's Resource Book includes photocopiable tests, teaching notes, answer keys, and photocopiable activities to extend reading, writing, communication, and grammar skills.

New Business Matters	
Student Book	9780759398566
Workbook	9780759398597
Teacher's Book	9780759398573
Audio CDs	9780759398535
Assessment CD-ROM with ExamView®	9780759398528

New Business Matters		Student Book
Elementary		9780462007557
Pre-Intermediate		9780462007595
Intermediate		9780462007632
Upper Intermediate		9780462007670

See title index page 153, for complete series ISBNs

Professional English Series	
English for Business	9780462007557
English for Health Science	9780462007595
English for Professional Success	9780462007632
English for Science and Engineering	9780462007670
English for Humanities	9780462007670

See title index page 153, for complete series ISBNs

# English for Business & Specific Purposes



## SUCCESS WITH BEC

Rolf Cook, Mara Pedretti, Helen Stephenson, John Hughes, Paul Dummett With Colin Benn

Level: preliminary – higher (CEF: B1 - C1)

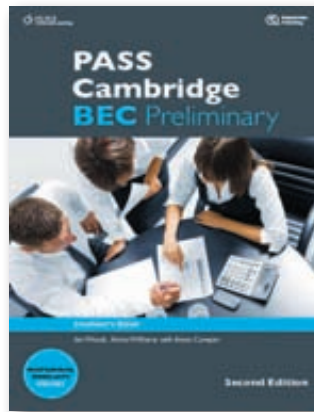
The new multi-level course for students preparing for the Business English Certificates exams.

BEC (Business English Certificate) is a business qualification that demonstrates an ability to use English in professional contexts.

As a University of Cambridge ESOL examination it is officially recognised by educational and professional organisations around the world.

- ▶ In-work students: Business topics and skills and the language students need to get on in business
- ▶ Pre-work students: Teacher's Book contains suggestions for adapting activities and photocopyables for this type of learner

[ngl.cengage.com/successwithbec](http://ngl.cengage.com/successwithbec)



## PASS CAMBRIDGE BEC

Second Edition

Ian Wood, Anne Williams, Louise Pile, Russell Whitehead

Level: preliminary – higher

This popular BEC series has been completely revised. *PASS Cambridge BEC* is a practical course for students who wish to gain a recognised business English qualification. Focusing on relevant international business situations, the course has been structured to provide students with a thorough preparation for the Business English Certificates (BEC).

New to This Edition

- ▶ Updated texts, photographs and artwork
- ▶ Updated topics to reflect business today
- ▶ NEW reading materials
- ▶ NEW re-recorded listening
- ▶ NEW Teacher's Book is packaged with the Class Audio CD

[ngl.cengage.com/passcambridgebec](http://ngl.cengage.com/passcambridgebec)



## SUCCESS WITH BULATS

Business Language Testing Service

Nick Brieger And Jeremy Comfort

Level: elementary - advanced (CEF: A2 – C2)

This test preparation material for Cambridge ESOL's BULATS provides three complete practice tests for the BULATS Standard Test.

- ▶ 3 complete BULATS practice tests for Language Knowledge and Listening
- ▶ Tips on how to approach the test
- ▶ Answer sheets
- ▶ Multilingual version of instructions available on the website

Success with BULATS CD-ROM Summertown's aid to BULATS is a computer-based language testing system. It prepares students for the actual BULATS test by familiarising them with the format. The program can be used by students to benchmark their progress as part of a course or by companies to assess the language abilities of current or future employees.

[ngl.cengage.com/successwithbulats](http://ngl.cengage.com/successwithbulats)

Success with BEC	Student Book
Preliminary	9781902741802
Vantage	9781902741871
Higher	9781902741888

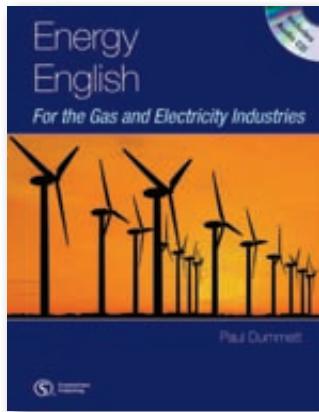
See title index page 153, for complete series ISBNs

Pass Cambridge BEC Preliminary	Student Book
Preliminary	9781133313205
Vantage	9781133315575
Higher	9781133313229

See title index page 153, for complete series ISBNs

Success with BULATS	
Student Book with Answer Key & Audio CD	9781902741697

# English for Business & Specific Purposes



## ENERGY ENGLISH

For the gas and electricity industries  
Paul Dummett

Level: intermediate (CEF: B1 - B2)

Energy English is an essential resource for professionals working in the gas and electricity industries who need to use English in their work. It is also suitable for those preparing for a career in the energy sector.

**Energy English is a comprehensive course designed to:**

- ▶ teach key industry vocabulary
- ▶ improve fluency
- ▶ develop listening skills
- ▶ review key grammar points

**The Student's Book is organised into:**

- ▶ 24 topic units covering each part of the gas and electricity supply chain
- ▶ 12 communication skills units which develop fluency in common work situations (e.g. presenting Grammar section with practice exercises)
- ▶ Pre-course tests available to download

[ngl.cengage.com/energyenglish](http://ngl.cengage.com/energyenglish)



## ENGLISH FOR CABIN CREW

Terence Gerighty

LEVEL: intermediate (CEF: B1 – B2)

A course that gives cabin crew the language they need to communicate effectively in English when carrying out their pre- and in-flight responsibilities.

- ▶ A gate-to-gate short course with emphasis on operational job-related issues
- ▶ Major emphasis on improving listening and speaking skills:
  - dialogue work: understanding passengers in routine and non-routine situations
  - speaking practice: strong emphasis on pronunciation, intonation and fluency
- ▶ Grammar in Use works on useful functional language such as asking, refusing, don't understand—please repeat, giving information, telling people firmly what to do, reporting back, seeking advice, solving problems, getting advice and dealing with complaints
- ▶ Glossary of useful phrases
- ▶ Teacher's Book and a Diagnostic Test are available on the website [elt.heinle.com/cabincrew](http://elt.heinle.com/cabincrew)



[ngl.cengage.com/cabincrew](http://ngl.cengage.com/cabincrew)

Energy English	
Student Book with Audio MP3 CD	9780462098777
Teacher's Book	9780462098784
Class Audio CD	9780462098791

English for Cabin Crew	
Student Book with Audio MP3 CD	9780462098739
Class Audio CD	9780462098753



# English for Business & Specific Purposes



**A new course incorporating breathtaking photographs of the world we live in!**

## FIRST CLASS SERVICE 1-2 (ASIA EDITION)

Stephen Hall, Troy Blappert

LEVEL: beginners – intermediate to transition

### First Class Service: English for the Tourism and Hospitality Industry Book Series

This two-level series helps equip working members of the tourism and hospitality industry, or students preparing to enter this field, with both the general and specific language skills they need to use English successfully in the workplace. Functional language is introduced and practiced in a variety of contexts from within the industry.

- ▶ The material uses a task-based approach, and focuses on the development of communications skills through a broad range of listening, speaking, and discussion activities, along with realia-based reading and writing tasks where appropriate.
- ▶ Special focus on pronunciation and intonation, as well as language register and courtesy, including tips on how native speakers speak naturally, and how to speak clearly and smoothly.
- ▶ The “When Cultures Collide” section introduces cultural similarities and differences in relation to unit topics, enabling tourism professionals to lessen guests’ culture shock.
- ▶ The accompanying “Teachers’ Guides” give step-by-step unit instructions, deeper explanations, an answer key, full audio scripts for the CDs, and extension activities.

First Class Service - Asia Edition	Level 1	Level 2
Student Text with Audio CD	9789814319430	9789814319447

Teacher Guide (in PDF/Word format) available. Contact your local Cengage Learning Representative for files.

## BEST PRACTICE 1 – 4

Business English in a Global Context

Bill Mascull, Jeremy Comfort, David Kerridge



LEVEL: elementary to high-intermediate

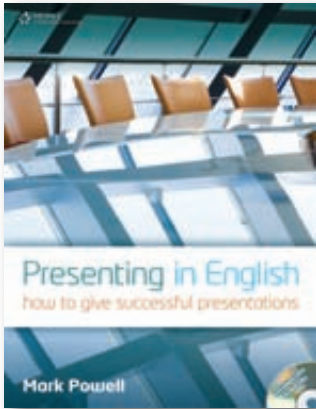
Best Practice is a two-level business English course designed for use by both pre-work students and those already working. It uses realistic, international contexts to train learners in the English needed for both the professional and personal sides of modern business life

- ▶ Short two-page modules develop basic language quickly and efficiently
- ▶ Wide variety of business situations provide motivating contexts for low-level learners
- ▶ Extensive presentation and practice of telephoning language and e-mail writing tasks
- ▶ Audio programme focuses on international English
- ▶ ExamView Test Generator CD-ROM allows teachers to create, customise and correct tests quickly and easily
- ▶ Separate sections on writing, vocabulary-building and grammar allow the teacher to tailor the course to the students’ needs

[ngl.cengage.com/bestpractice](http://ngl.cengage.com/bestpractice)

Best Practice	Elementary	Pre-Intermediate	Intermediate	Upper Intermediate
Student Text	9781413009026	9781413009088	9781413021851	9781424000654
Workbook	9781413009033	9781413009132	9781413028591	9781424000661
Audio CDs	9781413009064	9781413009101	9781413028560	9781424000692
Teacher’s Resource Book	9781413009040	9781413009125	9781413028584	9781424000685
Assessment CD-ROM with ExamView®	9781413009071	9781413014693	9781424008865	9781424016174

# English for Business & Specific Purposes



## PRESENTING IN ENGLISH

How to Give Successful Presentations

Mark Powell

LEVEL: intermediate to high-intermediate

Presenting in English provides the language and skills needed to give truly effective presentations in English.

[ngl.cengage.com/presentinginenglish](http://ngl.cengage.com/presentinginenglish)

### Your colleagues say...

"This title covers key areas that can make or break a presentation. EAP and ESP students rejoice!"

Wayne Trotman  
Teacher, Institute of Technology, Turkey  
Review in EL Gazette, 2010

Presenting in English	
Student Book with Audio CD	9781111832278
Audio CDs	9781111067953



## FINANCIAL ENGLISH

Second Edition

Bill Mascull, Jeremy Comfort,  
David Kerridge

LEVEL: advanced

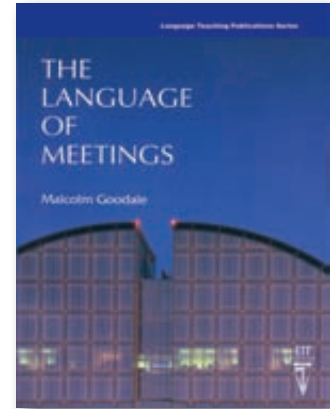
Financial English is a language practice book for anyone learning about or working in finance. It is designed for students preparing for careers in business and finance as well as for people already working who wish to improve their English in this specialised field. It is suitable for learners at Intermediate level and above.

The book can be used as the core material for a course, and also by students working alone.

- ▶ A comprehensive, 24-page glossary of financial English - some 800 or so terms that are in the book

[ngl.cengage.com/financialenglish](http://ngl.cengage.com/financialenglish)

Financial English, 2e	
Student Book	9781111832643



## THE LANGUAGE OF MEETINGS

Malcolm Goodale

LEVEL: intermediate to high-intermediate

The Language of Meetings is a lively, comprehensive course that provides all the necessary language to ensure full and effective participation in a business meeting.

### The Language of Meetings

Student Book	9780906717462
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Additional English for Business & Specific Purposes titles

### ACHIEVE BULATS

Russell Whitehead and Mark Harrison

LEVEL: elementary - advanced

### Business Concepts for English Practice, 2/e

Marianne McDougal Arden, Barbara Tolley Dowling

LEVEL: high-intermediate to advanced

### SUCCESS WITH ILEC

International Legal English Certificate

Nick Brieger and Joanna Kosta

LEVEL: intermediate - advanced