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Autor: Merriam-Webster

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This inspiring collection of 25 true business stories is especially written for English language learners. From spectacular successes (Starbucks and Apple's iPod) to colossal failures (New Coke and Enron), each entrepreneurial saga is followed by reading comprehension exercises designed to build vocabulary skills and to help learners identify English sentence patterns, idioms, and commonly used phrases. Both vocabulary and phrase indexes are included.