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Autor: Naunton Jon

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Sinopsis

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A comprehensive Business English course for learners with little or no experience of the business world.

The course assumes that students have a good basic knowledge of general English. It aims to teach students core business vocabulary, develop their professional communication skills, and introduce them to key business concepts.

It is aimed at learners with little or no experience of working in the world of business. Texts from the business world have been chosen for their interest and accessibility, and students are not asked to draw on their own work experience to complete tasks.

Each of the 15 units is topic-based. The scope of the topics is broad rather than specialized, including subjects such as company culture, the changing nature of work and the economy, international trade, marketing and advertising