

Market Leader 3rd Edition Advanced Coursebook DVD Rom Pack

The 3rd edition of this ever popular course combines some fantastic new materials with all the features that have made it 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 with an interactive whiteboard. It includes: All the audio and video from the book. All the 'zoom in' and 'zoom out' feature. Fully functional IWB tools. The ability to save all your notes alongside the relevant pages of the Student's Book. Extra resources including review games and activities

Exchange-traded funds (ETFs) have become in their 25-year history one of the fastest growing segments of the investment management business. These funds provide liquid access to virtually every financial market and allow large and small investors to build institutional-caliber portfolios. Yet, their management fees are significantly lower than those typical of mutual funds. Levels of transparency in ETFs for holdings and investment strategy help investors evaluate an ETF's potential return. This book covers the evolution of ETFs as products and in their uses in investment strategies. It details how ETFs work, their investment and trading features, their regulatory structure, how they are used in tactical and strategic portfolio management, a broad range of asset classes, and how to evaluate them individually.

Market Leader

MARKET LEADER 3RD EDITION EXTRA FOR WALL STREET ENGLISH ADVANCED FLEXI COURSEBOOK 2 FOR DVD-ROM... AND MEL PACK.

Pathways: Listening, Speaking, and Critical Thinking 4

Expert Advanced 3rd Edition Teacher's Book

The 3rd edition Course Book includes: * All new reading texts from the Financial Times * All new case studies with opinions from successful consultants who work in the real world of business * All new listening texts reflecting the global nature of business * New 'Business Across Cultures' spreads * New Vocabulary Trainer www.marketleader.vocabtrainer.net

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.

MARKET LEADER 3RD EDITION ADVANCED COURSEBOOK AND PRACTICE FILE BENELUX.

Business English course book with MyEnglishLab

A Comprehensive Guide to Exchange-Traded Funds (ETFs)

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. MyEnglishLab online learning platform - MyEnglishLab is designed to improve student results with rich, interactive exercises that correspond perfectly to each unit of the Course Book.- Helpful feedback and immediate grading ensure students are highly engaged and motivated as they experience meaningful language learning outside the classroom.- Unlimited access for students allows online course materials to be used as homework - whether at home, in the lab, or anywhere with online access.

Pathways, Second Edition, is a global, five-level academic English program. Carefully-guided lessons develop the language skills, critical thinking, and learning strategies required for academic success. Using authentic and relevant content from National Geographic, including video, charts, and other infographics, Pathways prepares students to work effectively and confidently in an academic environment. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Collins Cobuild key words in the media

Passages Level 2 Student's Book B

Choose Your Customers, Narrow Your Focus, Dominate Your Market

Upper Intermediate Course Book

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..

English File's unique, lively and enjoyable lessons are renowned for getting students talking English File, fourth edition, has been built on tried and trusted methodology and contains uniquely motivating lessons and activities that encourage students to discuss topics with confidence. NEW TO THIS EDITION New and updated texts, topics, and listenings, based on feedback from English File teachers Each Student Book comes with access to new Online Practice, providing learners with extra practice and activities for each File Online Practice includes new Sound Bank videos, with the unique opportunity to watch a native speaker pronounce the sound, and new interactive videos where students can take part in the drama themselves New video listening activities are integrated into each even-numbered File. These short documentaries and dramas make class time more dynamic and exciting The Classroom Presentation Tool shows the course content on screen, making it easier for you to deliver engaging lessons Teacher's Resource Centre allows you to manage all English File resources and download teaching materials in one place. Find out more here

Upper intermediate business English

MARKET LEADER 3RD EDITION EXTRA FOR WALL STREET ENGLISH FLEXI ADVANCED COURSEBOOK 1 WITH DVD... -ROM/MYENGLISHLAB/PRACTICE FILE CD PACK.

Advanced Market Leader

MARKET LEADER 3RD EDITION EXTRA FOR WALL STREET ENGLISH ADVANCED FLEXI COURSEBOOK 1 FOR DVD-ROM... AND MEL PACK.

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

Advanced Expert The Expert series provides rigorous exam training for high-achieving students while continuing to develop language awareness and communication skills. Advanced Expert is an intensive course for students who are preparing for the Cambridge English Advanced examination and will prove to satisfy your students' practice needs and allow them to achieve their full potential. Advanced Expert Teacher's Resource Book provides: * Module by module teaching notes, including background information on the texts and ideas for extension activities * Module-linked photocopiable activities providing communicative classroom practice * Answer Key for all exercises * Photocopiable audioscripts for the listening material
English File - Beginner

***The Discipline of Market Leaders
Language Leader Workbook with Key and Audio CD
Practice Exercises and Test***

'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.

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 3RD EDITION EXTRA FOR WALL STREET ENGLISH FLEXI ADVANCED COURSEBOOK 2 WITH DVD...
-ROM/MYENGLISHLAB/PRACTICE FILE CD PACK.

BEC Higher

New Language Leader

MARKET LEADER 3RD EDITION EXTRA ADVANCED COURSE BOOK WITH QR CODE FOR DVD-ROM & MEL PACK.

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.

Effective marketing is essential for any successful sport organization, from elite international teams to local leagues. Now in a fully revised and updated third edition, Advanced Theory and Practice in Sport Marketing is still the only text to introduce key theory and best practice at an advanced level. This new edition goes beyond the introductory marketing course by exploring advanced marketing theories related to social responsibility, global issues, information systems, consumer behavior, product management, logistics, sales, promotions, and social/digital/mobile media. New to the edition are sections on branding, destination marketing, and performance evaluation that demonstrate how to measure impacts through sport marketing and how to use analytics to determine sport marketing success. Every chapter contains extended case studies and theory-to-practice insights from marketing professionals around the world and a companion website includes an impressive array of additional teaching and learning resources. Advanced Theory and Practice in Sport Marketing goes further than any other textbook to prepare students for the real world of sport marketing. It is essential reading for any upper-level undergraduate or postgraduate course in sport marketing or sport business.

English for Negotiating

Market leader

The Road To Success – A Spider Web Doctrine

Business English Course Book

Market Leader

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.

Market Leader 3rd Edition Advanced Teacher's Resource Booktest Master CD

MARKET LEADER 3RD EDITION EXTRA FOR WALL STREET ENGLISH ADVANCED TEACHERS BOOK & ACTIVE TEACH PACK.

Intermediate. Teacher's etext

advanced business English. Practice File / John Rogers

Passages, Third Edition, is a two-level, multi-skills course that will quickly and effectively move adult and young-adult learners of English from high-intermediate to the advanced level. Student's Book B comprises the second half (Units 7-12) of the complete Level 2 Student's Book. Each of the Passages, Third Edition, Student's Books have been updated to offer fresh, contemporary content, relevant speaking and listening activities, comprehensive grammar and vocabulary support, enhanced reading skills development, and a step-by-step academic writing strand. Frequent communication reviews will systematically consolidate learning, while the popular Grammar Plus and new Vocabulary Plus sections in the back of the Student's Book provide additional skills support.

Capitalist Nigger is an explosive and jarring indictment of the black race. The book asserts that the Negroid race, as naturally endowed as any other, is culpably a non-productive race, a consumer race that depends on other communities for its culture, its language, its feeding and its clothing. Despite enormous natural resources, blacks are economic slaves because they lack the 'devil-may-care' attitude and the 'killer instinct' of the Caucasian, as well as the spider web mentality of the Asian. A Capitalist Nigger must embody ruthlessness in pursuit of excellence in his drive towards achieving the goal of becoming an economic warrior. In putting forward the idea of the Capitalist Nigger, Chika Onyeani charts a road to success whereby black economic warriors employ the 'Spider Web Doctrine' - discipline, self-reliance, ruthlessness - to escape from their victim mentality. Born in Nigeria, Chika Onyeani is a journalist, editor and former diplomat.

Market Leader 3rd Edition Advanced Coursebook for DVD-ROM and Mylab Pack

Advanced Theory and Practice in Sport Marketing

Advanced Business English Course Book

Capitalist Nigger