



# Introducing Business English

By Catherine Nickerson

Taylor & Francis Ltd Sep 2015, 2015. Taschenbuch. Book Condition: Neu. 158x235x18 mm. Neuware - Covering both spoken and written aspects of business English, Introducing Business English examines the key topics within the field, including the situation of Business English within the wider field of ESP; teaching International Business English as a lingua franca; and the growth of Business English. Each chapter features practical examples on a range of issues such as course design and classroom tasks and techniques. Written by two leading researchers and teachers, this book will be essential reading for students undertaking advanced undergraduate and postgraduate studies in the area of applied linguistics and English language teaching, with a particular interest in Business English. 182 pp. Englisch.



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