

Based on the success of the original edition, The Business 2.0 continues to offer Business English students the confidence, language and fundamentals skills they need to succeed in the competitive international business environment. Based on feedback from users, research into business English studies and the ever-evolving needs of employers The Business 2.0 has been improved in a number of ways. There is a strong focus on the intangible business skills - emotional intelligence and interpersonal abilities. So not only is the student prepared with the business language and knowledge but also as a well-rounded and receptive approach to dealing professionally with others. The Business eWorkbook - an integral part of the course on a personal computer or laptop. This includes extra language practice, tests and word lists, and audio and video you can download to a tablet, phone or MP3 player for on-the-go learning. This replaces the DVD-ROM from the first edition and new videos for the Advanced and Upper Intermediate level offer good/bad models for the final speaking task, including commentaries by a communications expert. This content is also available for use on a Learner Management System such as Moodle or Blackboard. This is a compact course that makes the most of new media to ensure the package is relevant for both students and teachers. Key Features / Whats New - Business fundamentals - an introduction to business with language and topics including: business organization, financial control, CVs and covering letters. - Transparent business links - each module is clearly linked to either: Personal development, Service, Supply chain, Management, Sales and marketing, Enterprise, Finance, International trade - Focus on interpersonal skills - the best professionals are those with great emotional intelligence. Special speaking tasks and the case studies focus on this delicate but vital 5th skill. - Flexible approach - the modular structure allows you to dip in and out, covering the basics or focusing on speaking or writing. This is the course you can make your own. - The Business eWorkbook - a cutting-edge self-study program to support the course with videos, extra practice and downloadables. - Builds up strength in four key areas: Language Skills: New Technologies: Business Skills: People /interpersonal skills - More communicative grammar in context

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