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written from an indian perspective business english prepares students for the emerging global business sector by making them aware of the need to adopt a sensitive approach towards business communication its unique pedagogical features include

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this proceedings volume brings together peer reviewed papers presented at the international conference on information technology and computer application engineering held 10 11 december 2014 in hong kong china specific topics under consideration include computational intelligence computer science and its applications intelligent information processing and knowledge engineering intelligent networks and instruments multimedia signal processing and analysis intelligent computer aided design systems and other related topics this book provides readers a state of the art survey of recent innovations and research worldwide in information technology and computer application engineering in so doing furthering the development and growth of these research fields strengthening international academic cooperation and communication and promoting the fruitful exchange of research ideas this volume will be of interest to professionals and academics alike serving as a broad overview of the latest advances in the dynamic field of information technology and computer application engineering

this volume brings together contributions from the klagenfurt conference of corpus based applied linguistics calk14 in order to extend corpus linguistic research in different areas of applied linguistics the studies gathered here explore the opportunities that both spoken and written corpora offer for answering questions in different domains of applied linguistics such as second language learning language testing comparative linguistics learner pragmatics and specialised discourses at the same time the contributions also give insight into possible limitations and further challenges of corpus based research in these areas

dr mary ellen guffey's business english helps students become successful communicators in any business arena with its proven grammar instruction and supporting in text and online resources the perennial leader in grammar and mechanics texts the 10th edition of business english uses a three tiered approach to break topics into manageable units letting students identify and hone the most critical skills and measure their progress along the way packed with insights from more than thirty years of classroom experience in business communications business english also includes access to the author's new premier website meguffey.com and

its many resources for building language skills including all new interactive exercises

this business english course introduces different aspects of business english working on main language points and important vocabulary through a variety of topics

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