

# Oxford Business English English For Logistics

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in a business world that spans several continents it is no longer common for everyone to speak english as a first language whether you speak english as a first second or even third language intercultural business communication means that getting it right first time has never been more important for you and your organization english can never be standardized in the global and digital marketplace instead we can learn how to customize business english according to our own values and culture and communicate successfully across borders improve your global business english creates an awareness in the reader of what to avoid and how to ensure that communications are correctly understood very readable and hugely instructive improve your global business english provides practical self study with quizzes activities and worksheets helping you to fine tune your written communication by mastering the basics defining your readers and tailoring your message to them understanding the conventions of different media and understanding cultures you can enhance your reputation as a truly global modern player in today s marketplace if you want your messages to be perceived as you intended to retain customers or to win new ones improve your global business english gives you the background you need online supporting resources for this book include supplementary video self test questions and answers templates and a case study on going global

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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 illustrations practical guides boxes with easy references exhaustive examples that reflect the changing business world charts and diagrams as value addition to the text and exercises to help in improving linguistic skills

introducing business english provides a comprehensive overview of this topic situating the concepts of business english and english for specific business purposes within the wider field of english for special purposes this book draws on contemporary teaching and research contexts to demonstrate the growing importance of english within international business communication covering both spoken and written aspects of business english this book examines key topics within business english including teaching business english as a lingua franca intercultural business interactions blended learning and web-based communication discusses the latest research on each topic and possible future directions features tasks and practical examples a section on course design and further resources written by two leading researchers and teachers introducing business english is a must-read for advanced undergraduate and postgraduate students studying business english business english as a lingua franca and english for specific business purposes

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this book introduction to business english serves as a comprehensive guide aimed at enhancing the business english competencies of indonesian learners recognizing english as a crucial foreign language for global business communications the authors delve into its unique characteristics and the essential role it plays in the professional growth of business students the text is structured to transition learners from general english proficiency to the specialized requirements of business communication addressing both theoretical aspects and practical applications through a blend of linguistic theory and business communication strategies the book provides an in depth exploration of business english s role in the global market it emphasizes the importance of nuanced linguistic skills cultural awareness and the ability to navigate the complexities of international business environments the instructional content is designed to cater to the evolving needs of business students equipping them with the skills necessary to communicate effectively with diverse stakeholders in the business world introduction to business english stands out by offering practical insights and exercises that reflect real world business scenarios ensuring learners can apply theoretical knowledge in practical settings this approach not only bridges the gap between academic learning and practical application but also prepares students for successful careers in the global business arena in conclusion this book is an essential resource for business students and professionals looking to refine their business english skills it offers a unique blend of language learning and business acumen poised to make a significant impact on the way english is taught and learned in business contexts across indonesia

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