

Intelligent Business

Coursebook

Pre-Intermediate
Business English



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| Christine Johnson |

The
Economist



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Coursebook

Pre-Intermediate
Business English

*Tamfın nüshasıdır.
Paceyla Satılmaz.*

| Christine Johnson |

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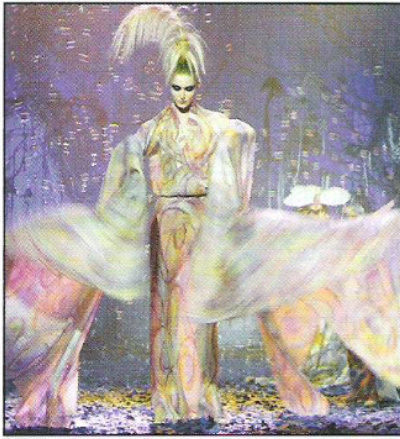
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Image

Fashion's favourite

What is the point of fashion shows? They are very expensive and few people want to buy the dresses, which may cost \$100,000 or more. But a show generates a lot of publicity and helps to sell cheaper products with the same brand name. Fashion is big business and brings economic benefit to many. **Page 35.**



Job-seeking

The online job-market

Lots of people now use the internet to find jobs. The biggest online job-search site is monster.com, founded by Jeff Taylor. The monster image and Jeff Taylor's unusual ideas for marketing have made the company a huge success. It not only offers a fast and efficient service but is fun to use as well. **Page 60.**

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Playing the game
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Hard to reach

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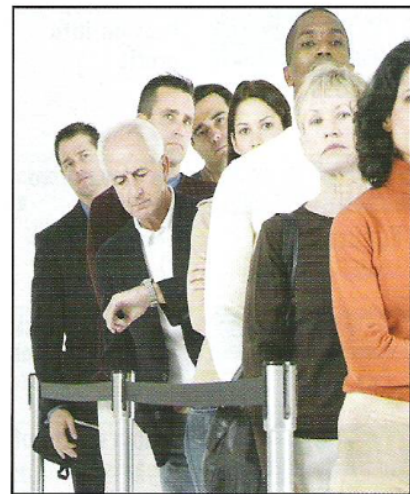
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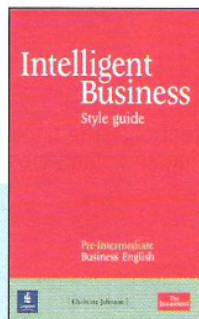
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Service

Getting better service

Americans complain more than the British and, as a result, it seems they get better service. British companies don't get much feedback from their customers, so they don't know what they should do to improve service and often perform badly. American companies have developed better systems for dealing with complaints. **Page 103.**



Learning to write well in a foreign language is one of the most difficult challenges facing the language learner. This pocket-sized style guide will help you find the right words, use an appropriate style and write effectively. **See inside the back cover.**

Bookmap

	Reading	Language	Vocabulary	Career skills	Dilemma & Decision
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