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challenge your students with case studies that range from planning a project to choosing the best supplier practise the skills needed to carry out real business tasks such as taking part in meetings listening texts are based on interviews with real business people new self study cd roms include a wide range of activities including interactive case studies and video the 3rd edition of this ever popular course combines some fantastic new materials with all the features that have made this course a bestseller market leader active teach contains everything a teacher will need for the course in the classroom it can be used with a computer and a projector or with an interactive whiteboard it includes all the audio and video from the book all the pages with a zoom in and zoom out feature fully functional iwb tools the ability to save all your notes alongside the relevant page of the student s book extra resources including review games and activities the teacher's resource book provides a general introduction to the course detailed teaching notes the business background to each unit a text bank of extra reading texts and a resource bank of photocopiable communication activities for classroom use teachers can tailor their lessons to the individual needs of their students with the wide range of components and specialist titles available a new edition of the intermediate level is now available market leader 3rd edition has been completely updated to reflect the fast changing world of business using authoritative and authentic business sources such as financial times market leader uses authoritative authentic content from the financial times to build the professional language and skills needed to communicate in the modern world of business the third edition has been completely updated to reflect this fast changing world the market leader practice file is the perfect way to extend the market leader course it has extra grammar practice and a complete syllabus of business writing the 3rd edition course book contains 100 new reading texts from the financial times 100 new case studies with opinions from successful consultants who work in the real world of business 100 new listening texts reflecting the global nature of business with texts that are all available to view on the new dvd rom business across cultures spreads which focus on particular cultural issues the dvd rom accompanying the course book contains authentic video material from ft com with accompanying worksheets all the listening texts available to view providing truly authentic listening practice vocabulary trainer iglossary the market leader dvds provide students with authentic and engaging examples of business english in use market leader 3rd edition has been completely updated to reflect the fast changing world of business using authoritative and authentic business sources such as financial times the market leader video resource book provides activities to accompany the video resources are drawn from real life material such as the financial times authentic business talks and presentations making the material interesting and relevant to today s business students relevant topics such as globalisations brands and innovation motivate and interest students case studies based on authentic situations give students practice and confidence to communicate effectively in a business environment new edition market leader reflects the fast changing world of business with updated material from authentic sources the practice file includes vocabulary exercises language review and writing tasks the market leader class cassettes contain all the listening texts from the market leader course book

## \_\_\_\_\_**2016**

challenge your students with case studies that range from planning a project to choosing the best supplier practise the skills needed to carry out real business tasks such as taking part in meetings listening texts are based on interviews with real business people new self study cd roms include a wide range of activities including interactive case studies and video

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the teacher's resource book provides a general introduction to the course detailed teaching notes the business background to each unit a text bank of extra reading texts and a resource bank of photocopiable communication activities for classroom use teachers can tailor their lessons to the individual needs of their students with the wide range of components and specialist titles available a new edition of the intermediate level is now available

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market leader uses authoritative authentic content from the financial times to build the professional language and skills needed to communicate in the modern world of business the third edition has been completely updated to reflect this fast changing world

## **Market Leader 2001**

the market leader practice file is the perfect way to extend the market leader course it has extra grammar practice and a complete syllabus of business writing

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the market leader video resource book provides activities to accompany the video

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