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The first edition of this text, entitled *Business English for the '70s*, was published three decades ago. In an ever-changing world of business, communication skills are ever more critical to our success as individuals and as a global community. Mission Statement We offer today's business students and their instructors concise explanations and solid practice for every useful, critical grammar, usage, and vocabulary concept. NEW FEATURES IN THIS EDITION When Bad Grammar Happens to Good People Helping you look good by avoiding common but annoying mistakes ExpandedAuthor's Commentssection Providing 120 explanations to clarify concepts for instructors and students Watching the Webupdated Giving you the chance to find the internet ad error and check the key on page 435 Word Tips from the Real Worldenhanced Reminding you that how you say what you say makes a big difference WITH SUPPORT FROM TIME-TESTED MATERIALS Collaborative Learning exercises, marked by icon Allowing students to use a team approach to solving exercises Dictionary and spelling lessonearly in the book Key Itemssection (pages 435-448) Assisting with selected questions from many exercises Puzzles, anecdotes, and classroom discussion questions Five chapters devoted to review and reinforcement Giving students only seven consecutive chapters of new material at a time OUTSTANDING EDUCATIONAL REINFORCEMENT Transparency Mastersfor each chapter Conveying key concepts, and including exercises or quizzes testing those concepts Quizzes and Test Bank Updated with new items every edition to keep testing material fresh Enhanced support for traditional and distance learningthe Companion Website at www.prenhall.com/business_studies What We Focus Upon: English Usage Acceptable in Every Way to the Most Critical Reader or Listener Given that there are many differences between the language of business and the language of familiar conversation, this focus on acceptable usage is important. Not all successful persons have mastered the intricacies of grammar, nor are they all perfectly comfortable with our challenging language. Most admit that the ability to communicate effectively can be very important to anyone attempting to climb the corporate ladder or even make a sale. Our Primary Concept Areas grammar problems to avoid word use punctuation conciseness spelling clarity dictionary study The rules and recommendations we cover should help today's businessperson. If our language did not change with the passing of time, books such as this one would never become outdated. But language does change, and sometimes the modifications are not easily detected. Over a period of years many new words are added, a number of old words are assigned new meanings, a few informal words are accorded greater acceptability, and a few traditional rules of grammar are ignored because they no longer serve our changing needs. Even Our Title Reflects a TensionWhile Prentice Hall's art department designed our cover graphics around the numeral ordinal 21st, most careful writers still spell out the word twenty-first. We have tried, therefore, to consistently spell out this number whenever it occurs within the text itself, but our cover's version of the title was designed compactly with numerals. The dynamic nature of our language makes it responsive and forever fascinating. Our Greatest Debt: To Businesspersons and College Instructors The suggestions made in this text reflect the current practices of this country's finest writers, particularly those who serve in the business community. Our heartfelt thanks are extended to those busy executives who took time to express their opinions concerning particular grammatical constructions or to prepare statements on the importance of communication skills. Thanks also go to those many college instructors throughout the country who took time to share their ideas about material used in previous editions. Their willingness to offer suggestions based upon their classroom experiences has always enhanced the value of this text. To the Student Most of us have heard at least one person say, "I hate English." In questionnaires completed by the graduates of several California high schools, the majority of the respondents named English as the course they had enjoyed least. Yet English is a course that may lead to spectacular financial rewards in the years ahead. Here are a few random thoughts on the subject: Top executives in our major corporations, almost without exception, possess the ability to communicate effectively. Most people employed in corporate America are completely sold on the importance of language skills. Many enroll in evening classes (as adults) to learn the rules and principles that seemed unimportant to them before they joined the work-force. Every year thousands of employees are denied promotions to better-paying positions simply because they lack the ability to write and to speak acceptably. The rules of grammar are not difficult to understand. They seem difficult to anyone who fails to recognize their value and, as a result, does not make a serious attempt to master them. Regardless of what you eventually do with your life, the language refinements covered in this text can help you to communicate with confidence (and without embarrassment) as you encounter people from all walks of life.

In *The Business of the 21st Century*, Robert Kiyosaki explains the revolutionary business of network marketing in the context of what makes any business a success in any economic situation. This book lends credibility to multilevel marketing business, and justifies why it is an ideal avenue through which to learn basic business and sales skills... and earn money.

Designed for language use in today's business environments, this guide includes recommendations for functioning in a technology-based world and provides tips on avoiding troublesome constructions.

Adults of any age and job level need to develop an understanding of the issues and concerns that will face them in the next millennium—from relational life, work life, public life, and techno-life. This book introduces readers to the problems they will face and provides them with the necessary skills they'll need in order to cope with this fast-paced environment. Through in-depth discussions of important topics as gender, diversity, humor in the professional setting, and business etiquette and protocol, this volume moves to new territory that existing books have not yet explored. Topics include: the communication process; the art of listening; the care and feeding of an interpersonal network; groups and teams; diversity; leadership; business presentations, and more. Professionals who want to get ahead in their workplace as they gear up for a whole new century.

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

How to Write Effective Business English gives guidance to both native and non-native English speakers on how to express yourself clearly and concisely. With case studies and real-life examples that demonstrate how English is used internationally in business, and full of ideas to help you get your communications right first time, *How to Write Effective Business English* sets the scene for describing the benefits of good Business English, ideal for multinational companies where communication is a priority. For native English speakers, it may mean un-learning things you were taught at school and learning how to save time by getting to the point more quickly in emails; for elementary to immediate English speakers, it focuses on the areas that are easy to get wrong. *How to Write Effective Business English* draws on the author's wealth of experience, using real-life international business scenarios to develop your skills and provide you with some answers that even your boss might not know. You will learn a system to help you quickly and easily write emails, letters, CVs and more. Featuring sections on punctuation and grammar, and checklists to help you assess how you are getting on before moving on to the next stage, *How to Write Business English* has been praised by both native and non-native writers of English as an indispensable resource.

This textbook provides a comprehensive introduction for students and professionals who are studying English for business or workplace communication and covers both spoken and written English. Based on up-to-date research in business communication and incorporating an international range of real-world authentic texts, this book deals with the realities of communication in business today. Key features of this book include: use of English in social media that reflects recent trends in business communication; coverage of the concept of communicative competence; analysis of email communication; introduction to informal English and English for socialisation as well as goodwill messages, such as thank you or appreciation messages, which are a part of everyday interaction in the workplace; examination of persuasive messages and ways to understand such messages; an e-resources website that includes authentic examples of different workplace genres and a reference section covering relevant research studies and weblinks for readers to better understand the topics covered in each chapter. This book goes beyond the traditional coverage of business English to provide a broad and practical textbook for those studying English in a workplace setting.