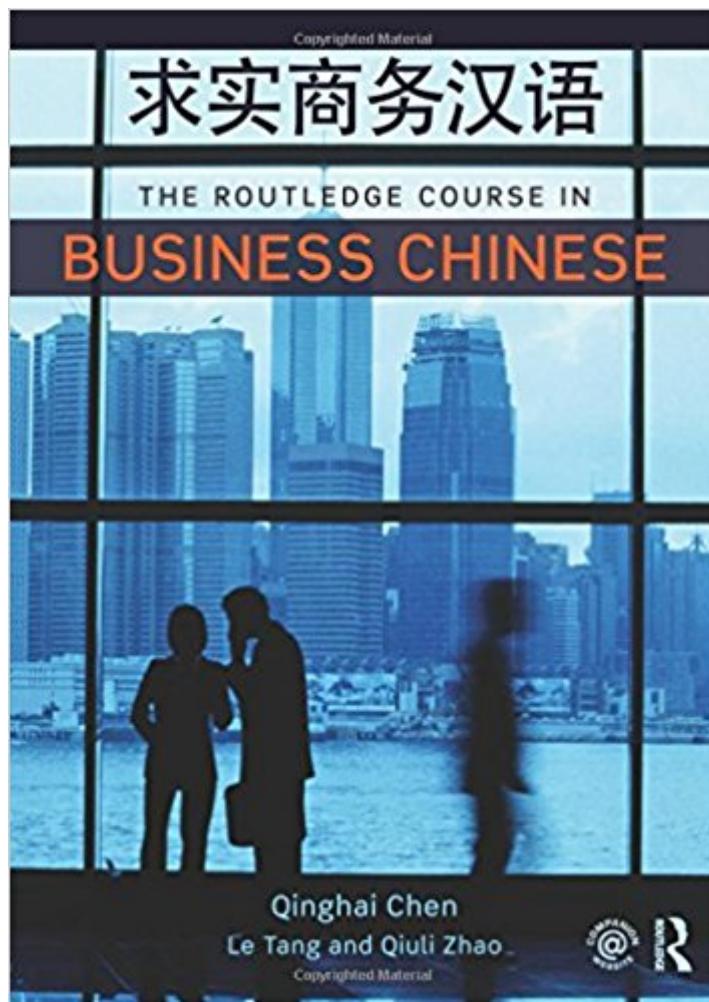


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The Routledge Course In Business Chinese



Synopsis

The Routledge Course in Business Chinese has been specifically designed for students in the fourth year of language learning or above who wish to progress their language training and prepare to tackle real-life business situations confidently and effectively. Designed to prepare students for the world of business, The Routledge Course in Business Chinese presents timeless business knowledge through topics ranging from frequently occurring business activities, economic systems and phenomena, to issues of common interest. Topics include: the stock market, international trade and economic recession and inflation. Business knowledge is presented as a means to facilitate language learning, while the content-based materials enhance cultural awareness. The course focuses primarily on developing advanced language skills with particular emphasis on formal styles and business terminology. Students are supported and guided through the course as they develop the skills they need to continue learning for themselves. Students are encouraged and inspired to explore and keep up-to-date with new developments in China's economy through their own efforts, thus developing an independent learning style and connecting classroom learning to the real-world. Key features: focuses on practical language skills and language learning skills foundation in the common core of the language reinforced through task-based exercises to encourage language use provides timeless topics as a foundation and encourages students to acquire recent information to supplement this through their own efforts thus guiding them to make the necessary connections between the classroom and the real world. By the end of this rewarding course students will have the language skills and learning skills required to deal effectively with a range of business situations and the skills to prepare themselves for any future business encounters.

Book Information

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Average Customer Review: 4.3 out of 5 stars 3 customer reviews

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Customer Reviews

So far the content is good. It's a bit advanced for my level, and it has no pinyin; at least I wish they had left some spaces between the lines (of the texts) so students could write down their own pinyin. Another major drawback of the paperback edition is the quality of the binding. I've only had the book for a month, and the pages are already coming off.

excellent aid. preparing for business in china and this rather advanced series brings to me case studies and language right to the point. i would say " to keep listening and drilling the flow of the language into the head".

Highly recommend. so practical and worth it this worked surprisingly well Great Product very happy with it arrived on time will definitely buy again. Came in ontime and product is new and perfect. Awesome ultra-affordable price with product, sales and evaluation are good, the key is easy to use, this is my most satisfying.

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