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Market Leader Alliance Video Resource Book

By Pamela Pickford Richard Crowe

Longman Group, 2000. Softcover, DIN A4, Geheftet. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Business is now changing faster than ever. Market Leader is a distinctive new business English course which reflects this global change. Drawing on the extensive media assets of the Financial Times and other sources, it offers a highly authoritative and flexible range of materials for business learners worldwide. Alliance video is an exciting topical business drama. Two airlines are entering an alliance in order to gain global coverage. But they have very different cultures. Can all the players reach a win-win situation? The Video Resource Book provides photocopyable material to support and extend the video content. Alliance can be used alongside the Market Leader course, or as free-standing material for students of good intermediate level. 55 pp. Englisch.



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