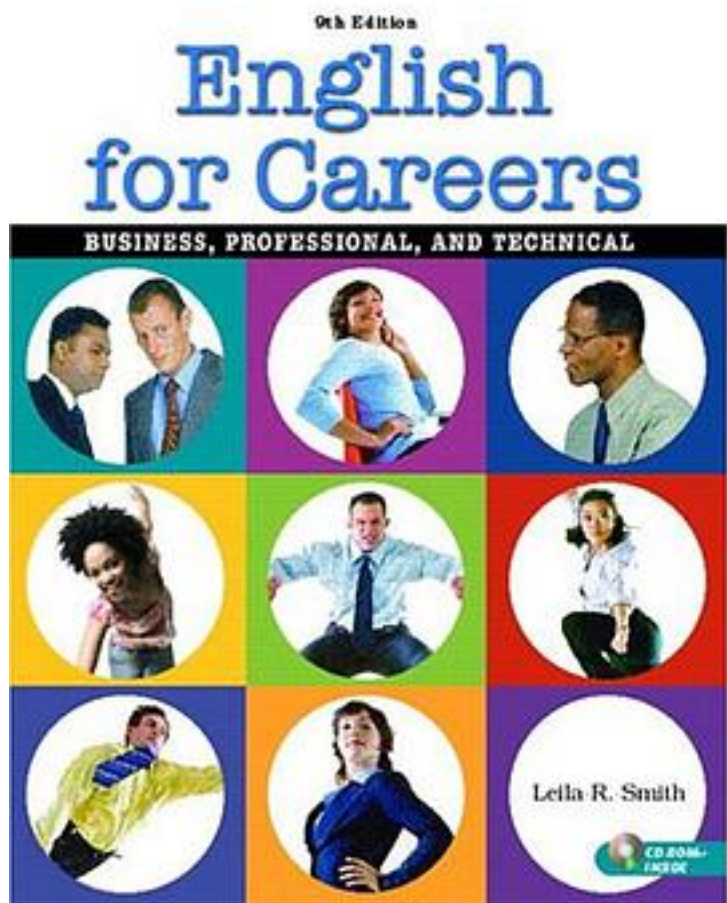


English for Careers



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For courses in Business English, Business Communication, or English. Designed to keep pace with changing student populations, current workplace needs, and the emerging 21st century culture, this text offers a lively, accessible, and user-friendly

alternative for the many students (including those with poor English skills) who dread the thought of barebones traditional grammar and communication instruction and its overkill of rules. Personalized by warmth, light humor, and inspiration, it focuses on the "real-world" English skills needed to get a good job, hold the job, and advance in a career-i.e., how to write and speak Standard English for careers and to avoid noticeable errors. It features a reading level that assures readability for nearly any student, and uses unique presentation techniques (e.g., Read-Recap-Replay segments and adult-level "on-the-job" information embedded in skill exercises) that make principles easier to learn and remember than in similar texts.

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