

Market Leader



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Book Description

MARKET LEADER

TEST FILE

From the world's most informed business sources...

a new language course for tomorrow's business leaders

business is changing faster now than ever. Following on from Market Leader Intermediate, Market Leader Upper Intermediate is part of 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 English learners worldwide.

Essential business content and skills

* critical business issues of our time: topic include e-commerce, risk, international marketing and crisis management

* case studies in each course book unit for real practice of key business skills

Choice and flexibility

* wide range of components to support teachers, and offer choice and flexibility:

1. Business Grammar and Usage, plus special subject books including Business Law, Banking and Finance, and International Management

2. Two videos – Business Leader Briefings (interviews), and Alliance (drama) – both with photocopiable worksheets

3. Teacher's Resource Book, Practice File, Test File, cassette/audio CDs

The Test File provides 5 photocopiable tests – an entry test, 3 progress tests, and an exit test. It includes sections which follow the format of Business English Certificate Intermediate and Advanced, offering useful practice for those students taking the exams.

On-line resources

Subscription service with regular supply of new texts and ELT exploitation, plus on-line testing material: www.market-leader.net

作者介绍:

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