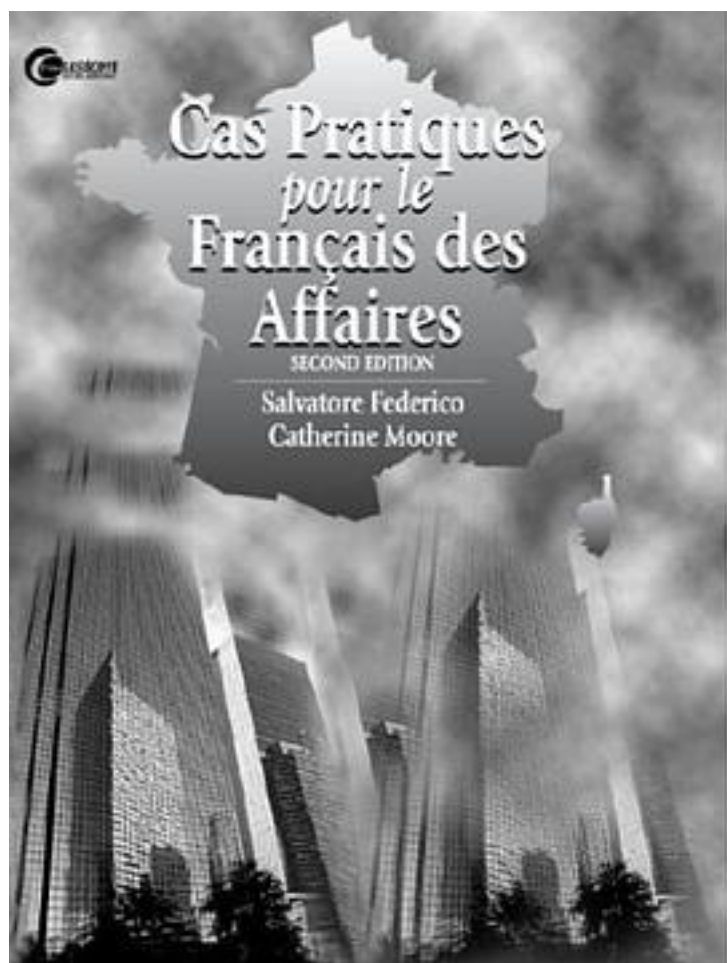


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This text offers an innovative and active way of teaching business French through the case study method. This method is based on the analysis of actual, real-life business situations. The text fosters lively discussions about cross- cultural differences in

business practices and enhances problem solving skills.

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