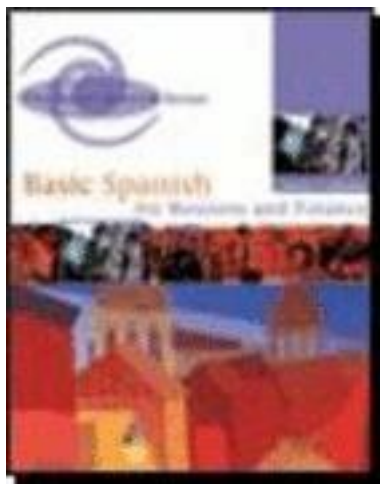


Basic Spanish for Business and Finance



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This worktext offers diversified business topics and vocabulary, technology-related vocabulary, cultural notes, and activities on business culture and practices--correlated to the cultural notes--to check and reinforce students' business cross-cultural competency. "Applied presentation" features realistic dialogues, personalized questions, situational role-plays, and realia-based activities that correspond grammatically with those in "Basic Spanish." "Practical, specialized vocabulary" includes terms essential for communicating in business and financial settings, an in-text audio CD for the worktext, and "Un paso mas" sections that offer additional vocabulary practice and realia-based activities. "Cultural focus" highlights Hispanic customs and traditions relevant to the subject matter of the lesson, in "Notas culturales" sections. "Comprehension checks" begin with comprehension questions on the dialogues in the "Digame" section that follows the vocabulary lists in the worktext, and end with pair activities in the "Hablemos" section for immediate reinforcement. "Convenient Phrasebook" provides vocabulary words and phrases found in the worktext for quick, on-the-job reference.

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