Business
What's NEW in Business?

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What course do intelligent business teachers use?

Learn Business
- with the Intelligent Business Coursebook which provides an accessible introduction to key business topics

Do Business
- with the Intelligent Business Skills Book which provides intensive skills-based training

Turn the page for more details.
# Business Correlation Chart

<table>
<thead>
<tr>
<th>CEF levels</th>
<th>A1</th>
<th>A2</th>
<th>B1</th>
<th>B2</th>
<th>C1</th>
<th>C2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cambridge BEC EXAMS</td>
<td></td>
<td></td>
<td>PRELIMINARY</td>
<td>VANTAGE</td>
<td>HIGHER</td>
<td></td>
</tr>
<tr>
<td>BULATS</td>
<td>20 – 39</td>
<td>40 – 59</td>
<td>60 – 74</td>
<td>75 – 89</td>
<td>90 – 100</td>
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<tr>
<td>Cambridge ESOL Exams</td>
<td></td>
<td></td>
<td>KET</td>
<td>PET</td>
<td>FCE</td>
<td>CAE</td>
</tr>
<tr>
<td>ALTE</td>
<td>Breakthrough</td>
<td>Level 1</td>
<td>Level 2</td>
<td>Level 3</td>
<td>Level 4</td>
<td>Level 5</td>
</tr>
<tr>
<td>TOEIC® (total score)</td>
<td>479 – 619</td>
<td>619 – 803</td>
<td>803 – 943</td>
<td>943 and above</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOEFL iBT® (total score)</td>
<td>57 – 86</td>
<td>87 – 109</td>
<td>110 – 120</td>
<td></td>
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</tbody>
</table>

- **Market Leader**
- **Intelligent Business**
- **Technical English**
- **Powerhouse**
- **Insights Into Business**
- **English for International Tourism**
Intelligent Business is Pearson Longman’s award-winning business English course. Using authentic materials from The Economist© it provides two clear paths for your course.

The first path is the Coursebook. A key challenge for business English students is understanding not only the English language, but also business itself. The Intelligent Business Coursebook provides the solution – covering key business concepts within a comprehensive business English syllabus.

The second path is the Skills Book with CD-ROM – a more intensive course for people who already have an understanding of how business works. Here you will find more functional language such as ‘negotiating’ and ‘dealing with problems’.

If you need a more comprehensive course, the two books can be used together.

✓ Practical teaching notes and photocopiable activities are included in the Teacher’s Book – along with a Test Master Multi-ROM
✓ Find further content at www.intelligent-business.org
✓ Aligned to the Cambridge BEC Exams, the Intelligent Business Workbook provides more language practice and a sample exam. It also includes an Audio CD so that students can practise at home - or on the move!

“...an invaluable and ambitious project informed by incredible expertise”

The English Speaking Union Judges
Each unit of the Coursebook contains authentic materials and opens out like a copy of The Economist.*

Each unit of the Skills Book focuses on the business skills your students need.

Example taken from Intelligent Business Coursebook: Upper Intermediate

Example taken from Upper Intermediate Skills Book

Recommend the Longman Business English Dictionary to your students, p.102.
Market Leader
Elementary – Advanced

David Cotton, David Falvey and Simon Kent / Iwonna Dubicka and Margaret O’Keefe

Market Leader is the major business English course for tomorrow’s business leaders. Incorporating material from the Financial Times, it brings real business issues right into the classroom. The topic-based units include a wide range of authentic reading and listening texts that help to keep students motivated.

The case studies in Market Leader enable students to use the language they have learned to tackle real-life business situations – including marketing, business ethics and human resource problems. All the Course Books have Self-Study CD-ROMS which include video material and interactive case studies.

✓ The Teacher’s Resource Book includes a Test Master Multi-ROM and business briefs designed to explain key concepts and help teachers bring the material to life in the classroom
✓ The Practice File with Audio CD helps to consolidate classroom work
✓ Keep your lessons completely up-to-the minute with weekly lessons on the premier subscription website: www.market-leader.net

“This is a super book that guides you and the student through a business English experience. It has many up-to-date case studies and some really good listening. The whole series is great and wholly recommended”

Francis Dobbin, Malta
Review of Market Leader Intermediate from Amazon.com
For a full list of ISBNs, please go to the index section at the end of the catalogue.
Technical English provides English language instruction for students who are involved in vocational and technical education. The course contains the core language and skills which are common to a range of industrial specialisations. It presents key technical concepts concisely with well-labelled illustrations. Grammar is also clearly explained with a comprehensive summary at the back of the Course Book.

☑ Further language practice can be found in the accompanying Workbook
☑ The companion website www.pearsonlongman.com/technicalenglish provides free industry-specific materials, including petroleum and the automotive industry
☑ The Teacher’s Book provides full support with clear explanations of more difficult technical concepts. It also includes a Test Master CD-ROM

Level 1 is for students with a basic knowledge of general English who now require an elementary course in English for specific purposes.

Level 2 is for students who have an elementary knowledge of general English and now require a pre-intermediate course in English for specific purposes.
Listening activities are interesting and authentic

All illustrations are well designed and clearly labelled

Language points are clearly presented

Example taken from Elementary Coursebook

For a full list of ISBNs, please go to the index section at the end of the catalogue.
The new edition of *Airspeak* is based on over 6 hours of authentic and simulated recordings. The book gives students systematic practice in the phraseology they will need for safe radio-telephony communications. It provides extensive practice in listening and speaking skills, and helps to prepare students for ICAO Level 4 in English.

- Includes an *MP3 CD* with over 6 hours of listening material – ideal for use in the classroom or at home for self-study
- Designed for self-study or classroom use, with answer/check sections
First Insights into Business

Pre-intermediate

This is the course that mixes a truly rigorous language syllabus with business concepts and skills. Ever popular, **First Insights into Business** has a strong grammar and vocabulary syllabus which is carefully balanced against practical business skills.

**First Insights into Business** is a self-contained course and is also an ideal lead-in to **New Insights into Business**.

Sue Robbins with Kevin Manton

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New Insights into Business

Intermediate

With challenging reading and listening texts from a range of authentic business sources, **New Insights into Business** will really engage your students.

The thorough language and vocabulary syllabus together with the strong focus on business skills development gives students everything they need to function effectively in the workplace.

**New Insights into Business** is a self-contained course and is also an ideal follow-on to **First Insights into Business**.

Graham Tullis and Tonya Trappe

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Powerhouse

Intermediate-Upper intermediate

**Powerhouse** is a dynamic full-length course with material from sources including business personalities, Hollywood films, magazines and journals. It has a straightforward ‘dip-in’ structure where each unit is based around a different topic and each double-page spread is a complete lesson.

It is an ideal follow on from **Powerbase** (see page 50).

David Evans

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English for Work

Intermediate

The **English for Work** series presents and practises spoken English and practical writing for everyday communication. The functional language is introduced through a series of short texts and developed in language notes and practice exercises.

Series Editor: Ian Badger

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www.pearsonlongman.com/business
Bring the exciting world of tourism into your classroom with this three-level course which uses authentic materials, including Dorling Kindersley Travel Guides.

Recommended by the London Chamber of Commerce and Industry Examinations Board.

Pre-intermediate: Iwonna Dubicka and Margaret O’Keeffe
Intermediate: Peter Strutt
Upper Intermediate: Miriam Jacob and Peter Strutt

Legal English

High Intermediate

Includes formal letter writing, drafting, reading complex documents and grammatical accuracy.

William R McKay, Helen Charlton

Business Correspondence

Low Intermediate

Make it easy-to-teach basic business writing with Business Correspondence. This text introduces students to the proper formats and approaches to use in basic office communication.

Lin Lougheed

Workplace Plus

Pre-literate – High Intermediate

With a focus on practical life skills, work skills and language, as well as photocopiable Jobpacks that focus on specific industries, your students will make rapid progress.

Joan Saslow and Tim Collins
Series Advisor: Edwina Hoffman

Model Business Letters, E-mails

Advanced

A comprehensive, easy-to-use reference book packed with valuable information, useful techniques, practical tips and guidelines.

Shirley Taylor

Pre-intermediate – Upper Intermediate

English for International Tourism

www.pearsonlongman.com/business
What motivates great teachers?

“When I was 6, I could neither read nor write and I vividly remember my teacher keeping me behind during breaks to teach me how to put syllables in the right order! I did manage in the end, but I do remember that usually very quiet man, getting furious because he had never come across someone who resisted so much to learning! If it had not been for the sheer dedication of that great gentleman, I would not be here today! When I decided to become a teacher myself I always kept that dedication in mind.”

Serge, France

“I would like to thank some of my teachers (Miranda and Elvira Metheniti and Anastasia Bouzakla) because they saw something in me and always motivated me.

Education is not just what we learn in school. We have the opportunity to grow and become better communicators, partners, parents, teachers, students and workers in everything we do. Self-education is a lifelong task. There are always more faces to find along the trail, and there will always be new trails to walk.”

Itje, Indonesia

How do you motivate your students?

www.pearsonlongman.com/methodology/teachers_debate.html