The ESL Connection

ESL
EFL
ESOL
2005

The ESL Source Selected and Evaluated by Teachers

©2005, Caswell & Caswell, 1-800-757-7668
www.teachersmarketplace.com
Dictionaries/Idioms/Business

Biz Talk-1:
American Business Slang and Jargon
Contains over one thousand examples of commonly used American business slang terms and jargon, each with a definition and sample sentence to illustrate proper context.

The ten lessons include:
♦ General Office Slang (paper-pusher, desk jockey, rat race, etc.).
♦ Meeting/Negotiation Jargon (to have the floor, to table a discussion, win-win situation, etc.).
♦ Business Travel Jargon (jet lag, business class, the red-eye, etc.).
♦ Sports Terms Used in Business (ballpark figure, pinch hit, game plan, etc.).

Special sections examine
♦ Advertising Slang and Jargon
♦ Finance Slang and Jargon
♦ Marketing Jargon.

Also discussed are innocent American gestures that can be misinterpreted as offensive or obscene in other countries. Includes glossary and answer key. 254 pgs, 6" by 9" softcover with illustrations.

Biz Talk 2:
More American Business Slang and Jargon
Over six hundred terms are covered in ten chapters relating to international trade, politics, management, computers, and finance. Chapters include:
♦ General Business Slang and Jargon (all systems are go, in a nutshell, knock-off, etc.).
♦ International Trade Slang and Jargon (bill of lading, export merchant, customs, etc.).
♦ Bureaucratese (causal factors, past history, dysfunctional, etc.).
♦ Management Slang and Jargon (business plan, downsizing, to reinvent the wheel, etc.).

Word games, context exercises, crossword puzzles, and quizzes test the student’s knowledge. Answer key and glossary are included. 300 pgs, 6" by 9" softcover with illustrations.

Oxford Dictionary of Business English For Learners of English
Edited by Allene Tuck, Intermediate-Advanced
This dictionary includes up-to-date vocabulary from the main areas of business: accounting, advertising, banking, computing, international trade, law, management, sales, and the stock exchange. The words and phrases used in meetings and presentations to describe manufacturing processes, distribution systems, and sales performance are also provided.

NEW

In The Know:
Understanding and Using Idiomatic English
Cindy Leaney
Intermediate to High-Intermediate
In the Know: Understanding and Using Idiomatic English is the last word on idioms as they are used today. Based on extensive research in the Cambridge International Corpus, In the Know has 40 four-page units that deal with idioms in contexts like communicating, money, and relationships; idioms that describe concepts such as danger, honesty, and success; and idioms based on key words such as colors and parts of the body. Idioms in each unit are usually presented in a short dialog or story; the practice pages that follow are divided into three sections - Focus on Meaning, Focus on Form, and Focus on Use - that provide dozens of different exercise types to help students master the phrases. A reference section gives definitions and examples from the Cambridge Dictionary of American Idioms to give students a resource for checking the idioms they’ve learned. An answer key is included.

Robert Takes Over
by Anne Maclachlan with Lindy Ferguson, intermediate
The reader controls Robert’s destiny through a series of hilarious misadventures. Reading comprehension questions, grammar exercises, and vocabulary quizzes are encountered at end of every unit. Students will be able to acquire new vocabulary and an increased confidence in their reading and thinking skills. The multidirectional story line promotes many different readings (there are 9 chapters and eleven choices to make). Written by teachers with over twenty years of ESL experience. 116 pages
9440261OP Book $18.95

Oxford Advanced Learner's Dictionary, Sixth Edition
A. S. Hornby, Editor, Sixth Edition: Sally Wehmeier
High Intermediate-Advanced
The world’s leading dictionary for learners of English, meeting all their reference needs. It includes:
♦ 80,000 references.
♦ 10,500 idioms and phrasal verbs.
♦ 4,500 NEW words and meanings.
♦ 2,000 words illustrated.
♦ 82,000 examples.
♦ Full coverage of American English and pronunciation.
Plus
♦ 8 pages of full-color maps.
♦ Reference section including information on geographical names, numbers, punctuation, and irregular verbs.
♦ Easy-to-use.
♦ Rapid-access page design, with shortcuts to the right meaning in long entries.
♦ Easy definitions using the carefully chosen defining vocabulary of 3,000 words.
♦ Guide to phonetic symbols on each page.
Using English
♦ Simple patterns show how to use verbs in context.
♦ Hundreds of notes provide the exact information students need on grammar, register, and usage where they need it.
♦ 16 language study pages help students to understand clearly how language works. Synonyms and opposites are shown.
♦ Building Vocabulary.
♦ Illustrations (including 8 pages in full-color) show vocabulary items in related groups.
♦ 10 illustrated topic pages provide essential vocabulary and show how to use it.
♦ Vocabulary notes show students how to improve and enrich their writing.
431672-6 Dictionary Hardcover $31.95
431673-4 Dictionary Paperback $25.95
431585-1 Dictionary w/Genie CD-ROM $29.95
436795-9 CD-ROM (single user) $49.95

Oxford Elementary Learner's Dictionary of English
Edited by Angela Crawley
Beginning-Low Intermediate
This illustrated dictionary helps develop basic reference skills and provides accessible information on the meaning and use of essential vocabulary. Definitions are given in clear, simple English, and most are reinforced by example sentences and phrases. Contractions and abbreviations are fully explained in separate entries.
431275-5 Oxford Elem Learner’s Dict. $16.95

Cambridge Learner's Dictionary
Cambridge Learner's Dictionary is a major new dictionary based on the Cambridge International Corpus. Ideal for intermediate students, this dictionary has been written by experienced ELT teachers and is based on extensive research in classrooms around the world. The dictionary is also available with a CD-ROM, making it perfect for use at home or in the classroom. *Clear, attractive layout, with hundreds of illustrations *35,000 meanings explained in simple words *Guidewords help you find the meanings you want *Thousands of lively and typical examples *Grammar rules presented clearly and simply. *A Study Section helps students with topics such as classroom language, phrasal verbs, and the Internet *Pronunciations use the International Phonetic Alphabet *Usage notes based on the Cambridge Learner’s Corpus tackle problem words *British and American English covered. * Hundreds of interactive exercises can be printed for classroom use or done on-screen.
543819CA Learner Dict. w/CD-ROM $ 19.00
543800CA Learner Dict. w/o CD-ROM $ 17.00
545021CA Learner Dict. w/Network CD-ROM $350.00 (30 stations)
Dictionaries/Foreign

Cambridge International Dictionary of Phrasal Verbs
An invaluable new reference book for learners who need to master this notoriously difficult aspect of the English language. Based on evidence from the Cambridge International Corpus, this book provides clear and simple explanations of over 4,500 phrasal verbs current in British, American, and Australian English today. It uses a carefully controlled defining vocabulary, making all explanations easy to understand. It contains thousands of example sentences, showing phrasal verbs in context and giving clear information on grammar and collocation without using complicated codes. In addition, it gives students guidance on the most useful phrasal verbs to learn and includes exercises enabling students to practise phrasal verbs. It also contains theme panels presenting phrasal verbs in topic groups [e.g. relationships: chat up, ask out, settle down, split up].

- ISBN: 565588CA Paperback $28.00
- ISBN: 562996CA Hard Cover $42.00

NEW Edition
Daniel Jones, Edited by Peter Roach, James Hartman
A major new edition of the classic guide to English pronunciation:*Over 18,000 new entries added
*Full coverage of North American pronunciation
*New, clearer layout *Stress patterns of thousands of compounds and idioms Areas of coverage have been selected to reflect today's interests and needs, and, as well as general vocabulary, include:*People: from ancient times to people in the news today*Places: thousands of British and US place names as well as major towns and cities of the world *Science and technology: including computing, medicine and communications *Literature: authors, place names and characters from major works of literature *Encyclopedic: religions, philosophies, historic events. All pronunciations use the International Phonetic Alphabet.

- ISBN: 017122CA Paperback $28.00
- ISBN: 017130CA Paperback w/CD-ROM $38.00
- ISBN: 816939CA Hardcover $39.00
- ISBN: 531594CA Network CD-ROM $350.00

Cambridge Word Selector
Inglés-Español
Diccionario temático del inglés contemporaneo
Michael McCarthy
Word Selector Inglés-Español is one of a unique new range of bilingual reference books for learners of English. Words and phrases are organised around key concepts and near-synonyms in English are clearly differentiated. Word Selector contains: 1) 450 word groups organised either by topic (e.g. Hospital, Aircraft) or concept (e.g. Understand, Strength), and built around a core vocabulary. This section is highly illustrated with line drawings. 2) Language for Communication: 48 sections comprising a unique collection of everyday conversational phrases for different situations (e.g. Expressing Surprise, Telephoning), and their nearest equivalents in the learner's own language. 3) An alphabetical index of all English headwords (including IPA pronunciations) and an alphabetical index of all translations. Word Selector gives clear and detailed information on grammar and collocation, and has thousands of example sentences, as well as extensive coverage of idioms. The learner's own language is used in all explanations, and the needs of Spanish-speaking learners are specifically covered. American English is included.

- ISBN: 425824CA English-Spanish $28.00
- ISBN: 425832CA English-French $28.00
- ISBN: 42223XCA English-Italian $28.00
- ISBN: 480256CA Eng-Italian HC $39.00

Diccionario Oxford Escolar
para Estudiantes Mexicanos de Inglés Español-Inglés, Inglés-Español
Intermediate
This dictionary features more than 52,000 references, idiomatic expressions, and examples. The illustrations and grammar notes, plus the coverage of culture and usage, make it invaluable for Mexican students learning about the English language and related cultures.

Cambridge Dictionary of American English

KEY FEATURES OF THE DICTIONARY

Intermediate to Advanced
Learners and users of English everywhere now have the tool they need to read, write, and understand current American English. Based on careful examination of the Cambridge International Corpus, a computerized resource that contains 100 million words of current American English, and on advice from ESL/EFL consultants around the world, the Cambridge Dictionary of American English is the most authoritative presentation of American vocabulary as it is used today.

Exact, accurate definitions and authentic, full-sentence examples give learners the information they need to read and write more effectively and understand English more fully. The Cambridge Dictionary of American English CD-ROM, available with the book, brings electronic dictionaries into the twenty-first century with Weblike hyperlinks and advanced search functions. And the Cambridge Dictionary of American English Student Activity Book offers practical activities to develop learner’s dictionary skills.

Summary of key features:
♦ Organized by meaning to help learners use English effectively.
♦ Guidewords help you quickly find the exact meaning you are looking for.
♦ 2,000-word defining vocabulary makes definitions easy to understand.
♦ 3,000 American English idioms, with clear definitions and examples of use, are easy to locate with the Idioms Index.
♦ Language Portraits provide in-depth explanations of difficult grammar, vocabulary, spelling, and punctuation topics.
♦ More than 40,000 frequently used words and phrases from business, school, technology, the arts, and everyday life are included.

KEY FEATURES OF THE CD-ROM

The Cambridge Dictionary of American English CD-ROM combines state-of-the-art technology with the most up-to-date dictionary available.

Pronunciations of all entry words, recorded by real people, let you hear how they are pronounced.
♦ Advanced search tools let you choose words that match particular parts of speech, grammar codes, or labels.
♦ Sophisticated indexes enable fast lookups of words and phrases.
♦ Notations feature lets you attach your own notes to any entry in the dictionary.
♦ Hyperlinks connect entries to related pictures and Language Portraits.

KEY FEATURES OF THE STUDENT ACTIVITY BOOK

Written especially for use with the Cambridge Dictionary of American English, the Activity Book helps learners gain the skills they need to use a learner's dictionary and to help them understand the unique features of the dictionary. It includes photocopiable exercises, quizzes, and puzzles that focus on:
♦ finding the right meaning by using Guidewords and parts of speech.
♦ understanding what’s on the dictionary page.
♦ making sense of grammar codes.
♦ finding idioms, compounds, and phrasal verb entries.
♦ interpreting labels and usage notes.
♦ understanding how the International Phonetic Alphabet is used in this dictionary.

A friendly skills book that doesn't talk down to learners, the Cambridge Dictionary of American English Student Activity Book serves as a handbook for getting the most out of this dictionary.
Dictionaries/CD Roms
Oxford Advanced Learner's Dictionary on CD-ROM

ADVANCED

Key features:
♦ Fast, powerful, and flexible searching.
♦ Over 500 interactive photos and illustrations.
♦ Thousands of images to illustrate entries and reinforce students' vocabulary.
♦ Educational games with thousands of permutations.

New features for the New Edition
♦ Links to word processor, web browser, and Internet e-mail.
♦ Spellcheck facility.
♦ Spoken headwords which provide a model for correct pronunciation with authentic voices.
♦ Pronunciation practice module which allows students to listen to the correct pronunciation then record their own for comparison.
♦ Hundreds of grammar and vocabulary exercises.
♦ Dozens of video clips to help with difficult verbs.
♦ Thousands of extra examples specially written for the electronic edition.

Oxford Advanced Learner's Dictionary on CD-ROM
436795-9 Oxford Ad. Learner's Dict. on CD-ROM $49.95
System requirements: Windows CD-ROM
IBM PC or full compatible. 66MHz 486 processor or above. 8Mb RAM (16Mb for Windows 95). 8Mb free on hard disk. SVGA monitor (640 x 480 screen resolution capable of displaying minimum 256 colors). Windows-compatible double-speed CD-ROM drive. Windows 95, 98 Windows NT4 or higher. DOS3.3 or higher. Microsoft mouse or compatible. Optional: Sound Blaster sound card or compatible. Headphones or speakers.

NEW!
Oxford Advanced Learner's Dictionary with Genie CD-ROM
Now available with Genie CD-ROM! Click on a word, or simply point to in with your cursor in a web browser, and the dictionary definition will appear in a small window on your desktop. You can also hear the word pronounced.

431585-1 Oxford Dict. w/Genie CD-ROM $29.95

NEW!
Oxford Collocations
Dictionary for learners of English High Intermediate - Advanced
A completely new dictionary that will help students write and speak natural-sounding English.
Collocations are common word combinations such as *speak fluently, meet a challenge and winning formula.*

They are essential building blocks for natural sounding spoken and written English.

This unique dictionary:
♦ Gives over 170,000 collocations for nearly 12,000 words: nouns, verbs, and adjectives.
♦ Shows how words are used with nouns, verbs, adjectives, adverbs, and prepositions, as well as in common phrases.

Easy to use
♦ Features a clear page design to help pinpoint the word, sense, and collocation.
♦ Groups collocations according to part of speech and meaning.
♦ Provides copious example sentences that show the collocations in context.
♦ Includes short notes showing restrictions on usage and explains idiomatic combinations.

For Classroom or Self Study
♦ Illustrated topic pages group together collocations from areas such as computing, fruit and meetings.
♦ Photocopiable study pages provide a guide to the different types of entries, showing the variety of information the dictionary offers and how to use it.
♦ Usage notes show collocations shared by sets of words such as languages and seasons.

431243-7 Oxford Collocations Dict $24.95
## Grammar

### The Grammar Handbook
*Irwin Feigenbaum*
Intermediate-Advanced
This book provides clear and detailed explanations of the forms and uses of grammatical structures and patterns. Each explanation is followed by practical exercises that check student comprehension. Features include a step-by-step presentation of grammar points in simple, everyday language and numerous examples. An extensive index is also included.

- **434107-0** The Grammar Handbook $19.95

### A Basic English Grammar
*John Eastwood and Ronald Mackin*
Beginning-Intermediate
This book presents grammar structures in short example sentences accompanied by concise notes on form and use. A separate book of Exercises includes an Answer Key.

- **432940-2** A Basic English Grammar $12.95

### How English Works: A Grammar Practice Book
*Michael Swan and Catherine Walter*
Intermediate-Advanced
**How English Works** makes grammar practice interesting by presenting rules that are easy to understand and remember, with exercises that entertain as they teach. The book can be used successfully for self-study or in class. It offers:
- Short, clear grammar explanations and rules.
- Information about spoken and written grammar.
- Simple, reliable examples.
- Hundreds of illustrations.
- A useful Answer Key.

- **431456-1** How English Works $19.95

### Oxford Practice Grammar
*New Edition*
*John Eastwood*
Intermediate-High Intermediate
This book contains explanations of a comprehensive range of grammar topics with exercises that provide practice in form and use. Example sentences, stories, and illustrated conversations show how structures are used. Review units, twenty-five tests, and an Answer Key are also included.

- **431370-0** Oxford Practice Grammar $19.95
- **431427-8** CD Rom w/ answers $21.95

### A Practical English Grammar
*A.J. Thompson and A.V. Martine*
Intermediate
This classic reference grammar offers:
- Clear explanations of structures, with emphasis on their functions and meanings.
- Many example sentences illustrating contemporary spoken and written usage.
- Frequent comparisons between formal and informal styles.

The Exercises can be used with or without the grammar. They include an Answer Key.

- **431342-5** A Prac. English Grammar $17.95
- **431343-3** Exercises 1 $ 8.95
- **431344-1** Exercises 2 $ 8.95

### Practical English Usage
*New Edition*
*Michael Swan*
Intermediate-Advanced
This unique reference guide addresses problem points in the language. It gives information and advice that is practical, clear, reliable, and easy to find. Most of the book is about grammar, but it also covers selected points of vocabulary, idiom, style, pronunciation, and spelling. Practical English Usage includes:
- Over 600 concise, authoritative entries.
- Examples of common mistakes.
- Illustrations of stylistic differences.
- Cross-references between related entries.
- A glossary of language terminology.
- A complete index.

- **431197-X** Practical English Usage $22.95

### Nitty Gritty Grammar Sentence Essentials for Writers
*A. Robert Young, Ann O. Strauch, High Beg.*
This text focuses on the most common sentence-level errors made among developing ESL writers by using reading excerpts and group activities to illustrate correct usage.

- **657849CA** Student's Book $28.00
- **657830CA** Instructor's Manual $ 7.50

---

Intermediate Grammar
From Form to Meaning and Use

Susan Kesner Bland

Intermediate Grammar treats the student as a thinking adult with identifiable language needs. Intermediate students may have seen, heard, or used most of the structures in the book, but are unable to sustain accurate and appropriate use of them. Intermediate Grammar works toward more consistent use of structures in everyday situations, and helps the learner move beyond these contexts to more abstract language use.

Intermediate students encompass a wide range of English skills, knowledge, and learning styles, which can make teaching them a real challenge. Intermediate Grammar provides the resources you need to accommodate these differences and keep your students interested and engaged. Many students seem unaware of the “grammar” all around them in daily life. Intermediate Grammar helps you help your students to become more language-aware and to incorporate a wider range of grammatical forms into the language they use.

Intermediate Grammar is clear, informative, easy-to-use, and flexible. It works equally well as a classroom text, reference, or practice book.

♦ The form, meaning and use of each structure are clearly presented and then specifically practiced, giving students ample opportunity to internalize the functions of each form.
♦ Authentic language in examples creates contexts that reflect students’ actual encounters with English.
♦ Accurate explanations describe actual language use and take into account differences between written and spoken registers.
♦ Abundant exercises provide all the practice students need, ranging from controlled work on form to more communicative work on meaning and use.
♦ Intellectually engaging tasks call upon students’ judgment, creativity, and problem-solving skills.
♦ Self-study features encourage learner independence.
♦ Chapter Summaries provide an overview of form, meaning and use.
♦ The Glossary of Grammar Terms offers clear explanations and examples of all the terms used in the book.
♦ The Appendices include all the usual lists-irregular verbs, two and three word verbs, gerunds and infinitives, spelling and pronunciation rules-as well as some less usual ones, such as reporting verbs.
♦ The detailed Index offers students multiple ways to look up information; they can access entries by form, meaning or use and do not need to know grammatical terms to do this.

Split Editions
Intermediate Grammar is also available in split editions. Volume A covers chapters 1-7, and Volume B covers chapters 8-17.

Teachers Guide
♦ Provides presentation ideas and extension activities.
♦ Offers photocopiable assessment and achievement quizzes, plus an Answer Key.

434366-9 Student Book $19.95
435276-5 Volume A $11.95
435277-3 Volume B $11.95
434367-7 Teacher’s Book $18.50

Grammar Troublespots
An Editing Guide for Students, Third Edition

Ann Raimes, High Intermediate to Low Advanced

The second edition of Grammar Troublespots offers a modified version of the grammar-editing section that is included in the extremely successful Exploring Through Writing: A Process Approach to ESL Composition, Third Edition.
♦ Illustrates 21 of the errors most prevalent among students through self-diagnostic flowcharts, explanations, and exercises. Includes new sections on modal verbs and idioms. Features a redesigned text for more accessible rules.

532868CA Student’s Book $19.00
**Grammar In Use**

*Grammar in Use* is a highly successful two-level grammar series known for its clear explanations and innovative format. Every unit is a two-page spread, with presentation of grammar points on the left-hand page and practice exercises on the right. A unique combination of reference and practice, *Basic Grammar in Use* and *Grammar in Use, Intermediate* can be used as classroom texts or for self-study. The new editions of these books include Audio CDs packaged with the texts, fuller explanations of troublesome grammar points, and more exercises. Both books are available in editions with or without answers.

**COMPONENTS**

- **Basic Grammar In Use, 2nd Edition**
  - 626005CA Text w/Answers, 1 CD $33.00
  - 625998CA Text w/o Answers, 1 CD $27.00
  - 797187CA WB w/Answers $19.00
  - 797179CA WB w/o Answers $17.00

- **Grammar In Use, Intermediate, 2nd Edition**
  - 62598XCA Text w/Answers, 1 CD $33.00
  - 625971CA Text w/o Answers, 1 CD $27.00
  - 797209CA WB w/Answers $19.00
  - 797195CA WB w/o Answers $17.00

**Real Life English Grammar**

*Low Beginning-Intermediate ESL 4 book softcover series*

Reinforce the sentence structures used most often. If your ESL learners need extra help with grammar, give them practice that also builds critical competencies. 64 pages.

- 46255SV Low Beginning Book 1 $12.40
- 46271SV Beginning Book 2 $12.40
- 46298SV Low Intermediate Book 3 $12.40
- 4631XSV Intermediate Book 4 $12.40


*Ann Raimes, High Beginning*

Using an inductive approach to teaching grammar, this text features readings from newspapers, works of nonfiction, and college textbooks to illustrate the target structures.

- Engages students with topics that range from artificial intelligence and portable computers to the environment and economics.
- Introduces 27 important areas of English grammar.
- Provides a real-world context that allows students to see how the English language really "works."

- 65758XCA Student's Book $29.00
- 657571CA Instructor's Manual $7.50

**Vocabulary in Use** is an innovative, corpus-based, three-level series that helps learners master more than 6,000 words and phrases in North American English. Each level presents vocabulary items in context, introducing new items in manageable two-page units. The easy-to-use format presents content- or grammar-based vocabulary on the left-hand page and engaging practice activities on the right-hand page.

**COMPONENTS**

- **Basic Vocabulary in Use,**
- **Vocabulary in Use, Intermediate**
- **Vocabulary in Use, Upper Intermediate**

- 78865XCA Basic St. Bk w/Ans. $28.00
- 788641CA Basic St. Bk w/o Ans $28.00
- 634776CA Int St. Bk w/Ans. $27.00
- 634784CA Int St. Bk w/o Ans $23.00
- 577683CA Upper Int St. Bk w/Ans $27.00
- 577004CA Upper Int St. Bk w/o Ans $23.00

American/Vocational

Speaking Up at Work
Catherine Robinson and Jenise Rowekamp
Intermediate
This text helps students develop the language skills and cultural awareness they need to succeed at work. The book addresses both the basic workplace language students need in order to do their jobs well and the social language that will help them get along with fellow employees and supervisors. Among the workplace topics addressed are the following: understanding work schedules, clarifying instructions, asking for help, calling in sick, observing safety precautions, dealing with mistakes, work conditions, benefits, understanding W-4 forms, paying taxes, and advancement. Social topics include talking about families, weekend plans, and the weather.

Speaking Up at Work
434196-8 Student Book $12.95
434197-6 Teacher's Manual $8.95

Recommended for ESL Civics

Speaking of Survival
Daniel B. Freeman
High Beginning - Low Intermediate
Speaking of Survival is a flexible text designed to provide adults with the vocabulary they need to cope in vital areas. The book is divided into fourteen topic areas, including transportation, housing, emergencies, jobs, post office and phone, and banking. The self-contained units focus on the four language skills. Each unit follows the same format: a full-color, contextualized illustration introduces the topic area and relevant vocabulary; conversations cued by illustrations present new language; oral and written exercises reinforce vocabulary and structures; reading selections provide additional information on the context; and discussion questions give students the chance to express their opinions. A Cassette includes the conversations and new vocabulary in each unit.

Speaking of Survival
503110-5 Student Book $12.95
434105-4 Cassette $17.50

Recommended for ESL Civics

Spotlight on the USA
Randee Falk
Intermediate
Spotlight on the USA is an absorbing, comprehensive look at America, filled with high-interest reading passages on the prominent regions of the United States. The informative reading passages tell all about these great and diverse American regions, including the famous personalities and events that have helped shape their histories. Spotlight on the USA is written in a concise, engaging, and often anecdotal style that captures students’ interest.

A special introduction entitled "The American People" describes the many facets of American culture to your students. Units discuss family, religion, and political and educational systems, as well as other institutions that play an important role in the everyday lives of Americans.

Spotlight on the USA offers your students all this and more:
♦ Beautiful full-color illustrations and photographs in each reading passage heighten students’ interest by allowing them to visualize the places they are reading about.
♦ Puzzles and games at the end of each reading passage reinforce topics and vocabulary from the passage in fun and interesting ways. An Answer Key is provided at the back of the book.
♦ Discussion points at the end of every unit encourage cross-cultural comparisons of the topics and issues through a wide variety of activities.
♦ Glossaries at the end of every unit provide students with concise, easy-to-understand definitions.
♦ Maps featured throughout the text help students locate the geographical location of the areas highlighted in the readings.

434235-2 Spotlight/USA $15.95

Recommended for ESL Civics

Skills for Success
Donna Price-Machado
Working and Studying in English
Skills for Success integrates English language instruction with the competencies essential for succeeding on the job or in an academic setting. This learner-centered text gets students reading, talking, and writing about such topics as building self-confidence, handling criticism, managing a successful job interview, and making small talk with colleagues.

All content and activities in Skills for Success are informed by the SCANS competencies, developed by the Secretary’s Commission on Achieving Necessary Skills to help people become job-ready more quickly or to thrive in their existing jobs.

Skills for Success
657423CA Student’s Book $20.00
657415CA Teacher’s Manual $7.50

Business Resources

Business Basics, New Edition

David Grant and Robert McLarty
Beginning - Pre-Intermediate

This is a complete first course in English for business, providing a systematic and thorough coverage of basic language structures and skills. The material is up-to-date and credible, with real companies and business people featured throughout. Units can be taught in any order, making the course flexible.

The Student Book includes a grammar summary, role-play notes, a glossary and the tapescripts. The Teacher’s Book includes classroom notes, answers to all the exercises, and an annotated version of the tapescript. The Workbook offers extension activities with an answer key provided.

457340-0 Student Book, New Edition $15.95
417342-7 Teacher’s Book, New Edition $ 8.95
457341-9 Workbook, New Edition $ 8.25
457343-5 Cassette (2) New Edition $31.95
457362-1 Audio CD (2) $35.95

Business Basics Personal Cassettes

These cassettes follow the syllabus and unit structure of Business Basics, providing 180 minutes of extra listening material. As students complete each unit of the Student Book in class, they can practice listening on their own. The accompanying reference booklet contains useful vocabulary and phrases plus a tapescript for the listening material.

457278-1 Cassette (2) $31.95

Business Objectives

Vicki Hollett
Winner, The English Speaking Union’s Duke of Edinburgh Award
Low Intermediate

Business Objectives is built around a clear structural syllabus. The language work in each of the 15 units offers:

♦ Controlled grammar practice.
♦ A substantial amount of listening work.
♦ Systematic teaching of relevant vocabulary.
♦ Challenging activities that encourage students to use their own business experience.
♦ Authentic material from real firms.

The Teacher’s Book includes answers to all of the exercises, full tapescripts, and classroom notes for each unit. A Pairwork Activity Book provides extended speaking practice for students in a variety of authentic business situations. Two self-study Cassettes provide extensive listening practice in everyday business situations with an accompanying booklet containing the tapescript and useful vocabulary. The Workbook provides interesting and challenging exercises. An Answer Key is provided.

451391-2 Student Book $15.95 451393-9 Teacher’s Book $10.50
451396-3 Pairwork $ 7.95 451392-0 Workbook $ 7.95
451394-7 Cassette $17.50 457028-1 Personal Cass (2) $31.95
451372-6 Audio CD $35.95

Business Opportunities

Vicki Hollett, Intermediate
Winner, The English Speaking Union’s Duke of Edinburgh Award

This book is based on a comprehensive language syllabus that develops in the context of everyday business functions. The 14 units provide opportunities for practicing language in a range of specific and general professional situations, while offering opportunities to practice all four language skills, especially listening and speaking.

Business Opportunities

452028-5 Student Book $15.95
452029-3 Teacher’s Book $ 8.95
452031-5 Workbook $ 7.50
452030-7 Cassette $17.50
Business Resources

Business Options
Adrian Wallwork
High-Intermediate

Business Options is a course for professional people from all areas of business. It follows the communicative, functional approach which is a hallmark of Oxford business courses, and extends this with development of business skills appropriate to the needs of upper-intermediate students. The course is structured around fourteen theme-based units such as “Performance” and “Trade,” which focus on real business situations, both formally inside the workplace and informally on social occasions. A strong feature of the material is its attention to social and cultural awareness, often the most difficult area for students at this level. Key features of the course include:

♦ Emphasis on development of social skills in a cross-cultural environment.
♦ Each unit is discrete so units can be used in any order.
♦ Speech production tasks featured to help students learn how to sound confident and thus communicate more effectively.
♦ Each unit includes a meeting on the unit theme, which can be formal or informal as appropriate.
♦ “Table Talk” section as a feature of each unit, to encourage students to develop conversational skills outside their normal area of work.
♦ Cassettes include improvised listening passages to build confidence in listening to the natural, unscripted speech.

The complete Business Options course is comprised of the Student Book, a Teacher’s Book with photocopiable progress tests and extension activities, a Workbook, and two audio Cassettes.

Business Options
457234-X Student Book $17.95
457235-8 Teacher’s Book $10.95
457236-6 Workbook $ 8.95
457237-4 Cassettes (2) $31.95
457218-8 Audio CD $35.95

Oxford English for Information Technology
Eric H. Glendinning and John McEwan
Intermediate

This is an easy-to-use yet serious course for students who are specializing in computing and information technology. It reviews and offers practice of grammar and functions that are appropriate for the needs of IT specialists. All four language skills are consolidated and developed through a variety of authentic, interesting, and topical texts and visual materials. The Teacher’s Guide includes a full introduction to the topics in each unit for teachers who are not IT specialists. It provides teaching objectives, teaching notes, and an answer key, listening script and photocopiable progress tests. The Audio Program, available on CD or Cassette features all of the dialogues, interviews, discussions and listening tasks.

Oxford English for Information Technology
457376-1 Teacher’s Book $14.50
457378-8 CD $21.95
457377-X Cassette $17.50

Necessary Skills for the Workforce
2 book softcover series

Adult Learners gain confidence as they practice with the forms they are likely to encounter in applying for a job, renting a home, and other essential activities.

Bound-in answer key. 128 pages.

63829SV Housing and Safety $14.00
63810SV Job Readiness $14.00

Business Resources

Communicating in Business
A Short Course for Business English Students

Simon Sweeney
Written in North American English, this text is for learners at the intermediate level and above who need to focus on improving their skills in the key areas of business communication: taking part in meetings, telephoning, negotiating, presenting, and socializing.

♦ The modular approach allows flexibility.
♦ The course is short: Each of the 15 course units provides about three hours of classroom time.
♦ There is a strong emphasis on listening and speaking.
♦ Authentic reading passages introduce the theme of each unit.
♦ Each unit has a "Language and Skills" checklist to provide a useful reference.
♦ The course can be used for TOEIC preparation.

774950CA Student's Book $23.00
774942CA Teacher's Edition $23.00
774934CA Cassettes (2) $41.00
774926CA Audio CDs (2) $41.00

Business Roles 1 and 2
Simulations for Business English

John Crowther-Alwyn
These two resource books of simulations enable ESL/EFL students to participate in lively discussions on a variety of business topics while improving their fluency. They offer a range of authentic situations, set in both manufacturing and service organizations as well as in international locations.

469538CA Book 1 $39.00
648491CA Book 2 $39.00

Company to Company,
Fourth Edition NEW

Andrew Littlejohn
The third edition of this highly successful and well-regarded title brings the content up to date by including recent developments in written business communication such as the use of faxes. In addition, the design and overall appearance of the book has been greatly improved by increasing the size of the book and by providing more realistic examples of correspondence for users to work with. The essential structure of the book remains the same. The "Study Sections" present and practice the language of business correspondence, while the "Activity Sections" provide opportunities for students to practice writing to each other in groups and to be involved in realistic decision-making discussions.

609755CA Student's Book $20.00
609763CA Teacher's Book $21.00

Business English Frameworks

Paul Emmerson, Advanced Business English Frameworks is a new addition to the highly successful Cambridge Copy Collection series. This photocopiable resource book is for teachers of Business English to use with students who need English for professional purposes. The book covers a wide variety of business topics and contains 60 photocopiable frameworks which can be used in groups, pairs, or in a one-to-one teaching situation. The frameworks provide learners with the opportunity to talk about their own work situation in a structured way. The book contains clear and comprehensive teaching notes to enable teachers to exploit the material in a variety of teaching situations. The book features:
• a wide variety of business topics.
• genuinely learner-centred activities.
• clear and helpful teaching notes.

Contents

MANAGEMENT
1. Organization structure
2. What do managers do?
3. Resources
4. Customer needs
5. Improving customer relations
6. Managing change
7. Company strategy
8. Entrepreneurs and SMEs
9. Problems, problems
10. Personal management qualities
11. The international manager
12. Business ethics: a case study

SALES AND MARKETING
13. SWOT analysis
14. Market research
15. Product R&D/design
16. Product description
17. Marketing strategy
18. Limits to marketing
19. Marketing budget
20. Marketing mix: one product

FINANCE AND ACCOUNTING
21. Income statement
22. Balance sheet
23. Managing cashflow
24. Company analysis
25. Investment advice

PRODUCTION & OPERATIONS
26. Production process
27. Operations growth
28. Quality management
29. Logistics and transport

HUMAN RESOURCES
30. Pay and promotion
31. Job satisfaction
32. Recruitment and selection
33. Training and team-building
34. Legal obligations

INTERNATIONAL TRADE
35. Trade and government policy
36. Importing
37. Exporting
38. Manufacturing location

ECONOMIC AND POLITICAL CONTEXT
39. Globalization
40. Social responsibility
41. The changing workforce
42. The future of work

INFORMATION TECHNOLOGY
43. IT management
44. E-commerce
45. Website management

CULTURAL AWARENESS
46. Cultural "do's and don'ts"
47. Cultural values

RECENT BUSINESS NEWS
48. Building relationships
49. Recent business news

004551CA Spiral Bound $41.00

Business Resources
Business Vocabulary in Use

Bill Mascull

The Business Vocabulary in Use titles follow the highly successful format of the Vocabulary in Use series with vocabulary items presented and explained on the left-hand page and a range of practice exercises on the right-hand page. Primarily designed as self-study reference and practice books, they can also be used for classroom work.

Business Vocabulary in Use Elementary focuses on basic business vocabulary with skills units on the vocabulary needed for presentations, telephoning, e-mailing, etc. All books cover a wide variety of up-to-date business topics and concepts including:

- Work; Time; Numbers; Money; Products and Services, as well as vocabulary needed for Presentations, Telephoning, and E-Mailing (Business Vocabulary in Use Elementary).
- Jobs; People and Organizations; Production; Marketing; Finance and the Economy; and Business Culture (Business Vocabulary in Use Intermediate to Upper Intermediate).
- People and Organizations; Quality; Strategy; Marketing; IT and the Internet; Ethics and Globalization (Business Vocabulary in Use Advanced).

Key Features:
- Clear, Attractive color units.
- Present and explain new words in context and show learners how to use them.
- Use authentic texts.
- Cover both British and American English.
- Contain comprehensive, learner-friendly answer keys and detailed indexes with phonetic transcriptions.
- Personalized ‘Over to You’ section in each unit allows students to apply vocabulary to their own working lives.

Test Your Business Vocabulary in Use

George Bethell, Tricia Aspinall, Joy Godwin, Lyn Strutt

Key Features:
- 66 tests (Intermediate to Upper Intermediate level) and 55 tests (Advanced level) based on the key vocabulary highlighted in the parent books.
- Contain a wide variety of test exercises.
- Clear marking system on each page so progress can be easily checked.
- Contain British and American English.
- Two-color and with illustrations.

Cambridge Business English Activities

Jane Cordell, Beginning to Intermediate

This text is a photocopiable ideas and resource book of games and activities for students of Business English. It offers a variety of pair and group activities to practice the most common functions and language of business, from socializing and eating out to negotiating and marketing.

Business Communications

Drew Rodgers, High Beginning

Concise, current, and practical for international business students in today's global economy, Business Communications uses the case study method to develop students' general communication and vocabulary skills as well as international business acumen. The text also focuses on information-gathering, problem-solving, and decision-making activities, and includes information on business writing, telephone calls, and electronic communication.
Business Resources

**English for International Banking and Finance**

Jim Corbett, Low-Intermediate

*English for International Banking and Finance* provides oral skills development through discussion, role play and work related activities such as giving presentations, recorded material based on transcripts of native and non-native speaker exchanges, a variety of authentic text types e.g. telexes, letters, memos, and newspaper articles, and a core of specialist vocabulary. The teacher's/self-study guide includes background information for nonspecialist teachers.

- 319994CA Student's Book $22.00
- 320003CA Teacher's Book $23.00
- 266777CA Cassette $23.00

---

**Decisionmaker**

14 Business Situations for Analysis and Discussion

David Evans, Low-Intermediate

*Decisionmaker* is designed to improve fluency. The book contains 14 challenging business problems that engage students in discussion and decision making. Each problem suggests a number of equally viable solutions, providing a natural springboard for debate. The situations are suitable for students with or without business experience.

- 448050CA Paperback $41.00

---

**English in Medicine, 3rd Ed.**

Eric H. Glendinning, Beverly Holmström, High Intermediate

This book is for doctors, medical students in the clinical phase of their studies, and other medical professionals who have to use English to communicate with patients and colleagues. It primarily aims to develop speaking and listening skills, but also focuses on reading skills, in particular the use of reference materials and journal articles. Practice is also given in writing referral letters and a range of medical documents.

- 606667CA Student's Book $22.00
- 606675CA Cassette $23.00
- 606683CA Audio CD $23.00

---

**Essential Telephoning in English**

Barbara Garside, Tony Garside

*Essential Telephoning in English* is a short course in telephoning skills short for pre-intermediate to intermediate learners of Business English. It is designed for use in the classroom but is also suitable for self-study. Using *Essential Telephoning in English* will help adult learners gain confidence in using the telephone in English and develop the four skills, with particular emphasis on Listening and Speaking. The course consists of twelve core units and three consolidation units covering a wide range of skills which include Answering the phone; Beginning and ending a call; Messages; Dealing with problems; Making appointments and Dealing with information. The three Consolidation units allow the student to check their progress. The Teacher’s book provides comprehensive teaching notes to accompany the course.

- 783887CA Paperback, student book $21.00
- 739895CA Teacher Book $21.00
- 783909CA Audio Cassette $23.00
- 783917CA Audio CD $23.00

---

**English for International Negotiations**

A Cross-Cultural Case Study Approach

Drew Rodgers, Intermediate

This book, built around the case study method, covers a wide variety of negotiation situations in over 20 countries around the world. It addresses such issues as factors that influence success/failure, the need for a common language at the negotiation table, and cultural sensitivity.

- 657490CA Student's Book $23.00
- 657482CA Teacher Manual $7.50

---

**English for Business Studies**

Ian MacKenzie, intermediate

*English for Business Studies Second Edition* is a course for students who need to be able to understand and talk about key business and economic concepts. The *Student's Book* contains 28 units and covers a full range of business and economic issues, including Work and Motivation, Production, Marketing, Banking, Business Ethics, Exchange Rates, and International Trade. The *Audio Cassettes* and *Audio CDs* contain authentic interviews with experts talking about their fields of business or economics.

Quick Work
A Short Course in Business English

Vicki Hollett
Low-Intermediate

Quick Work is a short course in Business English that focuses on the practical need of the student. Speaking and listening skills are developed through a task-based approach. Practical activities are used throughout. Grammar and language work are integrated into each section. Students will find it easy to relate the tasks to their own work situation, and to draw on their own professional knowledge, experience, and expertise to communicate more effectively. The Teacher’s Resource Book provides ideas for alternative tasks and photocopiable materials. The Workbook offers exercises for reinforcement, a Grammar Reference Guide and an Answer Key. The Cassette presents all of the listening activities with a full tapescript included in the Student Book.

Quick Work

Beginning
457288-9 Student Book $15.95
457289-7 Teacher’s Res Bk $10.50
457290-0 Workbook $ 7.95
457291-9 Cassette $17.50
457365-6 CD $21.95

Pre-Intermediate
457296-X Student Book $15.95
457297-8 Teacher’s Res Bk $10.50
457298-6 Workbook $ 7.95
457299-4 Cassette $17.50
457212-9 CD $21.95

Intermediate
457292-7 Student Book $15.95
457293-5 Teacher’s Res Bk $10.50
457294-3 Workbook $ 7.95
457295-1 Cassette $17.50
457359-1 CD $21.95

Welcome!
English for the Travel and Tourism Industry
Leo Jones, High Int. to Advanced
This course for people working or planning to work in the tourism industry contains fifty 90-minute lessons grouped into ten thematic modules, covering such topics as dealing with inquiries, making reservations, and handling complaints. The course develops all four skills as students carry out realistic and engaging communicative tasks.

Words at Work
Vocabulary Development for Business English
David Horner, Peter Strutt
Words at Work is for students who want to increase their vocabulary in order to use English more effectively in their working lives. The 17 topic-based units cover a wide variety of business themes. The Audio Cassette and Audio CDs contain listening and pronunciation activities. Words at Work can be used either for self-study or with a group. Intermediate.

Welcome!
English for the Travel and Tourism Industry
Leo Jones, High Int. to Advanced
This course for people working or planning to work in the tourism industry contains fifty 90-minute lessons grouped into ten thematic modules, covering such topics as dealing with inquiries, making reservations, and handling complaints. The course develops all four skills as students carry out realistic and engaging communicative tasks.

Infotech
English for Computer Users, 3rd Ed.
Santiago Remacha Esteras
Infotech is a comprehensive intermediate course for students who need to be able to understand and use the English of the computer industry for study and work. Each of the 30 units develops all four skills and covers a different aspect of information technology, from Operating Systems to Input/Output Devices for the Disabled.
Further Ahead
A Communication Skills Course for Business English
Sarah Jones-Macziola with Greg White

Getting Ahead and Further Ahead make up an integrated, general Business English course for the learner at the elementary and lower-intermediate levels. They focus on the day-to-day communicative needs of adults, have a clear grammatical progression, and present a systematic approach to vocabulary building. They are suitable for students preparing for work as well as those who are already employed.

Each level provides a core 50-hour course that can be supplemented by the four review units, the Home Study Book, and extra activities in the Teacher's Guide.

The Video contains four freestanding documentaries specially filmed for intermediate level Business English learners. It is sold with a Teacher's Guide with photocopiable tasks for learners plus ideas on how to use the material and key. Sequence 1 ‘Welcome to Prince’ focuses on the American sports goods manufacturer. It introduces viewers to the company, examines product design and focuses on dealing with customers. Sequence 2 ‘The Delivery’ is about a French supermarket seafood order to a British company. It focuses on ordering, phoning, transportation, quality control and food retailing. Sequence 3 ‘At Leapfrog’ looks at how a qualitative market research company, Leapfrog, can help a large chocolate manufacturer, Mars, in coming to a decision about whether to change a brand name or not. Sequence 4 ‘The Solar Way’ filmed in BP Solar in Sydney this shows in simple terms how the technology works and what its applications are.

Staying Ahead
Video VHS NTSC
Andrew Bampfield, Sarah Jones-Macziola, Greg White
Staying Ahead is a video for use with lower level learners of Business English. It contains four documentary sequences which have been specially filmed to make sure that they include language at the right level and that they cover the most important topic areas for Business English learners at this level. The four documentary sequences were filmed in the USA, UK, Malaysia and Sweden to give a fully international flavour to the video and to reflect the fact that English is the business lingua franca. The video is packaged with an 88 page Teacher's Guide containing extensive notes, photocopiable viewing and post-viewing tasks and the transcripts of the sequences. The video can be used on its own as supplementary material or as review of the key themes and language presented in the coursebook Getting Ahead.

Contents
Sequence 1 Welcome to Arthur D Little
Sequence 2 Working for Volvo Car Corporation
Sequence 3 At the London Boat Show
Sequence 4 A business trip to Kuala Lumpur

531721CA Stud. Bk w/CD-ROM $ 25.00
597838CA Home Study Book $ 17.00
597846CA Teacher's Guide $ 21.00
597854CA Learner's Book Cass $ 23.00
63928XCA Learner's Book CD $ 23.00
59782XCA Home Study Cass $ 23.00
597854CA Home Study Cass $ 23.00
587778CA Video w/TG $120.00
626455CA Video AB $ 15.00

484804CA Video $120.00
578175CA Video Activity Book $ 15.00
Meeting Objectives
Vicki Hollett and Barnaby Newbolt
Low Intermediate
Meeting Objectives is a set of two compilation videos of eight short, amusing sequences designed to cover all the essential language functions encountered by students who need to use English in a business context. The functional element is combined with a strong grammatical element, reinforced by tasks and exercises in the accompanying Activity Book and Video Guide.

458543-3 Video 1 $114.95
458552-2 Video 2 $114.95
458563-8 Activity Book $9.95
458564-6 Video Guide $5.95

New International Business English
Leo Jones
This updated edition has been redesigned to make it even more accessible and relevant to people who need to use English in their day-to-day work. The existing New International Business English Teacher's Book, Workbook, and all audio material can be used with this updated edition. The New International Business English Video has been designed to be used with the highly successful course of the same name. The Video contains 12 dramatized sequences and 3 documentary ones. The dramatized sequences take a light and humorous approach to the aspects of communication that most directly affect learners at the upper-intermediate level, such as socializing, negotiating and presenting. The 3 documentary sequences focus on company history, organization and products. The Video is sold with a Teacher's Guide containing photocopiable activities to give to students, training notes, video transcripts, and answers.

596432CA Video w/TG $125.00

Telephoning in English, 3rd Ed.
B. Jean Naterop, Rod Revell
Telephoning in English is for professionals and trainee professionals in business, commerce, and administration who need to be able to make and receive calls. It can be used in class or for self-study. The course has been revised, updated, and redesigned in color. Telephoning in English CD-ROM provides the intermediate level learner with a complete course which they can work through on their own to develop their skills in this vital area of business communication. The CD-ROM integrates content taken from the Telephoning in English Second Edition book and audio material to create an elegant and easy-to-use package for the self-study learner. Each of the eight units provides extensive listening and speaking practice as well as language reference sections which focus on the key exponents and exercises to practise form and function. The strength of the course lies in its systematic approach and uncomplicated structure. In total it provides about 20 to 25 hours of study.

539137CA Student's Book $20.00
539129CA Cassettes (2) $41.00
539110CA CDs (2) $41.00
598761CA CD-ROM for Win $40.00
777275CA NW CD-ROM (1 site) $160.00

Professional Presentations
Malcolm Goodale, Intermediate
Professional Presentations is a flexible teaching package for trainers who need to focus on this important communication skills area with their Business English students. The Video contains three main parts:
♦ Six short extracts from two dramatized presentations that provide the model for making a good presentation.
♦ A "Bad Dream," a humorous presentation that reviews the points made in the six extracts.
♦ An authentic and unscripted product presentation, plus an interview with the presenter on how he prepares his presentations.

The Video has a Teacher's Guide that contains photocopiable tasks to give to students, training notes, video transcripts, and answers.
596432CA Video w/TG $125.00

Business Videos

York Associates (Jeremy Comfort and Derek Utley)
Intermediate
This series of videos and accompanying texts focuses on key communication skills to help business and professional people perform more effectively. Each video shows how to use communication skills for positive results, while providing examples of what can go wrong when these skills are not applied.

Effective Meetings
Effective Meetings is designed to develop the skills necessary to perform productively in meetings. It provides access to the range of skills necessary for business students to anticipate and deal with the difficulties that arise within the specific context of meetings. It is divided into 8 units, which deal progressively with the key stages of meetings, from preparation to decision-making to follow-up action. Each unit can also be used selectively to give training in specific aspects of chairing or participating in meetings.
The video follows the activities of two companies as they work towards a business deal. It covers a variety of meeting types.
The aim is to develop the students’ competence and confidence over a range of situations so that by the end of the course they will be able to participate fully in meetings conducted in English.

Effective Meetings
457090-8 Student Book $ 15.95
457091-6 Teacher’s Book $  8.95
457092-4 Cassette $  17.50
458923-4 Video $114.50

Effective Socializing
Effective Socializing helps students with one of the most challenging areas of communication. Eight self-contained units include practice with introductions, small talk, dealing with awkward situations, giving and reacting to invitations, and keeping the conversation flowing.
The scenarios revolve around a visit to a company and the social situations that are encountered. By the end of the course, students will be more at ease in the social situations they encounter in business.

Effective Socializing
457096-7 Student Book $ 15.95
457097-5 Teacher’s Book 1 $  8.95
457098-3 Cassette $  17.50
459005-4 Video $114.50

Effective Negotiating
Effective Negotiating shows different styles of negotiating (formal and informal, positional and co-operative) and demonstrates how both sides can achieve a successful outcome. It covers a range of skills, including active listening, structuring and negotiating, maintaining positive communication and developing self-awareness.

Effective Negotiating
457247-1 Student Book $ 15.95
457248-X Teacher’s Book $  8.95
457277-3 Cassette $  17.50
459081-X Video $114.50

Effective Presentations
Winner, the English Speaking Union’s Duke of Edinburgh Award
For business students, making a presentation in English can be difficult and demanding. The presenter needs to acquire a range of communication and language skills-plus the confidence to use them-in order to perform effectively.
Effective Presentations is a practical and accessible course specifically designed to provide students with the requisite communication and language skills. It guides the student systematically through the key stages of giving presentations, including planning, delivering introductions and conclusions, and handling questions.
The video contains extracts from four common presentation types. Each unit can also be used separately to focus on a specific area. By the end of the course, the student will be able to make clear, well-organized presentations in front of an audience.

Effective Presentations
457065-7 Student Book $ 15.95
457089-4 Teacher’s Book $  8.95
457066-5 Cassette $  17.50
458894-7 Video $114.50

Effective Telephoning
Conducting a telephone conversation in English is an essential skill for business students. Telephoning can be intimidating, especially when communication problems occur.
Effective Telephoning focuses on the essential communication and language skills that students need in order to use the telephone with confidence and competence. The course consists of 10 units, which take students from preparing a call and getting through to the right person, to closing a call firmly and positively.
The video shows two different companies—one based in the US and the other in the UK—in telephone contact about a forthcoming delegation. This involves conversation between a number of different speakers. Skills covered include preparing and structuring a call, dealing with messages, and leading or responding to situations in the most appropriate way. It also provides strategies for dealing with the technical or communicative problems that may arise. By the end of the course, students will be able to communicate confidently and accurately in English in typical professional situations.

Effective Telephoning
457093-2 Student Book $ 15.95
457094-0 Teacher’s Book $  8.95
457095-9 Cassette $  17.50
458929-3 Video $114.50

Ordering Information

All Orders Should be Addressed to:
Caswell & Caswell
3571 Newgate
Troy, MI  48084

WHEN ORDERING BY PHONE please let us know if a confirming purchase order will be sent. This will help us avoid possible problems with duplicate orders.
To Order Toll Free Call: 1-800-757-7668
To Order by Fax 1-248-646-4359

METHOD OF SHIPMENT will be United Postal Service unless special request is made by the customer or we see a need to ship via another service.

SHIPPING AND HANDLING CHARGES are typically 10% of the total order. There is a $4.50 minimum charge. Residential customers have a minimum charge of $5.25

ORDERS FROM INDIVIDUALS should be prepaid. Be sure to include state sales tax.

ALL CHECKS OR MONEY ORDERS MADE PAYABLE TO:
CASWELL & CASWELL

ORDERS FROM EDUCATIONAL INSTITUTIONS should include a purchase order number when possible and must be on either official stationary or an official purchase order form.

CLASSROOM DISCOUNTS ARE AVAILABLE. PLEASE CALL FOR INFORMATION.

EXAMINE ALL MATERIALS AS SOON AS RECEIVED! Notify us of damaged or missing items immediately.

ALL RETURNS MUST BE AUTHORIZED BY CASWELL & CASWELL. Permission to return should be requested and authorized in writing. We will not issue credit on unauthorized returns. All returned material must be in perfect, unmarked, saleable condition.

ALL PRICES IN THIS CATALOG are subject to change because of possible producer price changes. We bill at the producer’s latest selling price. In case of a sizable increase in price, we will notify prior to shipment for confirmation.
To order by phone  
Call 1-800-757-7668  
Fax: 248-646-4359  
william.caswell@sbcglobal.net

**CASWELL & CASWELL**  
**ORDER FORM**

**Ship To:**
Name:________________________________________  
Institution:__________________________________  
Department:_________________________________  
St. Address:_________________________________  
City/State/Zip:_______________________________  
Telephone:_(_____)___________________________  
EMail Address ______________________________

**Bill To: (if different)**
Name:________________________________________  
Institution:__________________________________  
Department:_________________________________  
St. Address:_________________________________  
City/State/Zip:_______________________________  
Telephone:_(_____)___________________________  
Fax:_(_____)__________________________________

**Payment Method: (Check One)**
☐ Payment Enclosed  
☐ Bill my Institution  
P.O.#__________________________________

**Shipping & Handling Charges:**
10% of total purchase  
$4.50 minimum S&H Charge  
$5.25 minimum Residential S&H Charge

Date All orders are shipped net 30 days. Returns must have written authorization from us.

<table>
<thead>
<tr>
<th>ITEM#</th>
<th>QTY</th>
<th>PRODUCT DESCRIPTION</th>
<th>$ EACH</th>
<th>$ TOT. COST</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

CASWELL & CASWELL
3571 Newgate, Troy, MI 48084
www.teachersmarketplace.com

☐ Yes! I would like to join your mailing list!