



Improve Your Global Business English: The Essential Toolkit for Writing and Communicating Across Borders

Fiona Talbot, Sudakshina Bhattacharjee

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Whether you speak English as a first, second or even third language, intercultural business communications means that getting it right has never been more important for you and your organization. English can never be standardized in the global and digital market place; instead we can learn how to customize business English according to our own values and culture and learn how to communicate successfully across borders. Improve Your Global Business English provides practical self-study with quizzes, activities and worksheets, helping you to fine-tune your written communication. By defining your readers, understanding the conventions of different media, understanding cultures and mastering the basics, you can enhance your reputation as a truly global, modern player in today's market place.

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