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En Activo: Practical Business Spanish



Synopsis

En Activo is a contemporary course which provides students with a structured development of written and spoken business language skills, focusing on real business people and situations from all over the Spanish-speaking world. The book consists of twenty chapters that incorporate contextual information on the business environment of Spain and Latin America, role-plays, illustrative dialogues, dedicated written exercises, relevant grammar instruction, practical communicative exercises, up-to-date practical advice, model items of written and spoken business protocol, and links to numerous carefully-selected and integrated websites. Each chapter is structured as follows: -Le Presento a...: introduction of the central individual and their working life -Escuche, por favor: extensive listening exercises and accompanying activities -Recuerde que...: grammar revision and communicative exercises -Para saber más: deepens knowledge about Spanish and Latin-American business culture and etiquette -Así se hace: hands-on section practising business situations and day-to-day tasks -¿Sabe navegar?: practices web research and web etiquette. Each fifth chapter is a revision chapter, which puts the acquired knowledge in practice via discussion groups, presentations and debates. The supporting website at www.enactivo.info features additional web and learning resources and exercises. An audio CD containing all interviews and listening comprehension exercises is available separately. At the end of this course the student will have a sound knowledge of the Spanish speaking business world and the language skills required to put this knowledge in practice.

Book Information

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Customer Reviews

'I find the book practical, up to date and well structured. The organisation of each unit works well and is user-friendly. The text incorporates different varieties and registers of Spanish which is a very welcome and useful feature. I found the debates and group activities particularly relevant and interesting.' Carmen Usategui, University of Chester, UK

Esther Santamaria Iglesias is Tutor in Hispanic Studies at University of Wales, Swansea where she lectures at all levels; she currently coordinates 3 modules in the use of Spanish for business and current affairs. Â Â Helen Jones is based in Madrid and works for a communications agency; her background is in Spanish and International Politics; she has developed an expertise in the economy and politics of Spain and Latin America.

1) Varied and numerous exercises are supplied to improve hearing, written and verbal proficiency. 2) For some reason, my book did not come with the CDs, which were needed for many of the activities. This is the reason for the low rating. 3) The book covers a wide range of topics relevant to the business/corporate environment. 4) This is by no means a "light" textbook. It is a text that is appropriate for advanced Spanish students/speakers that are currently in the business world or plan to work in a business/corporate environment. 5) There are also numerous web-related exercises and activities.

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