

Le Redaccion Comercial Copywriting Spanish Edition

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Madrid Endures Pain of Loss

According to an opinion poll conducted by the firm Mediapost for Madrid 2020's managing body, more than 91 percent of the Spanish population back the Spanish capital's bid to stage the 2020 ...

Conversaciones escritas: Lectura y redaccion en contexto, 2nd Edition contains updated data and resources including substantial revisions throughout the book as well as translated texts that have been re-edited for structure and fluency. This text includes more suggested video links in Spanish and writing activities based on essays to help readers write in Spanish. Each chapter contains a minimum of two readings, each presenting different aspects of a particular debate on topics. With the help of engaging essays and practice exercises that more closely reflect thematic content of chapters; the heart of this text deals with contemporary cultural and community topics.

Business Communications at Work, 3e is a very practical, hands-on text-workbook to help students learn to use the types of communication that they are most apt to experience on the job. The book is full of examples of letters, memos, and correspondence designed to demonstrate the application of the principles covered in the book. A Web site for this book provides supplemental learning exercises. Although the main focus of the book is written communication, a chapter on listening and making a presentation is now included. Each chapter of the book is an independent unit that allows the teacher the flexibility of covering most chapters in any order. This flexibility allows the teacher to customize the course to meet the needs of individual classes. Many chapters are easily broken into units so teachers can cover just the units they want.

This book presents pioneering research that is designed to show, from a qualitative and ethnographic perspective, how new information and communication technologies, as applied to the school system and to local governance initiatives, merely reproduce traditional pedagogical approaches and the dominant forms by which power is exercised at the local level. The studies thus constitute points of departure for further thinking about the need to promote an Internet culture based on the social application of a "right to communication and culture" and an "Internet right," that will permit the establi.

DON'T LET YOUR WRITING HOLD YOU BACK. When you're fumbling for words and pressed for time, you might be tempted to dismiss good business writing as a luxury. But it's a skill you must cultivate to succeed: You'll lose time, money, and influence if your e-mails, proposals, and other important documents fail to win people over. The HBR Guide to Better Business Writing, by writing expert Bryan A. Garner, gives you the tools you need to express your ideas clearly and persuasively so clients, colleagues, stakeholders, and partners will get behind them. This book will help you: • Push past writer's block • Grab—and keep—readers' attention • Earn credibility with tough audiences • Trim the fat from your writing • Strike the right tone • Brush up on grammar, punctuation, and usage

A candid and indispensable primer on all aspects of advertising from the man Time has called "the most sought after wizard in the business." Told with brutal candor and prodigal generosity, David Ogilvy reveals: • How to get a job in advertising • How to choose an agency for your product • The secrets behind advertising that works • How to write successful copy—and get people to read it • Eighteen miracles of research • What advertising can do for charities And much, much more.

Revised and updated with new phrases and vocabulary, new questions and answers, and new tables presenting basic English verbs, this favorite language-learning program is for Latinos in the United States and Canada who need to develop a practical, working use of spoken English, and who want to learn quickly and informally. Author William Harvey bypasses the dull rules of grammar and takes the practical route by presenting a series of informal conversations by speakers who converse in normal idiomatic American English. Emphasis is placed on correct pronunciation, and many helpful tips are offered, including short-cuts to clear spoken English expression and comprehension. Amusing cartoon-style illustrations help to convey understanding of English. The two cassettes supplement material in the book and present language learners with the sound of informal American English as it is spoken in everyday situations.

Entre socios: Español para el mundo profesional, 1/e serves as an introduction to the business world in Latin America as well as to the interaction between U.S. and Latin American companies and professionals. Original readings, journal articles, essays, excerpts from novels, and interviews with business professionals open students to the inner workings of small businesses and large corporations alike. Students are exposed to vocabulary, common phrases, and cultural issues that will help them be successful business professionals in the years to come. This intermediate to advanced Business Spanish title is intended for use over one semester. The Business Spanish course is generally designed for Business majors who intend to work in International Business or with Spanish-speaking clients, or whose program has a language requirement. While some of these students may be Spanish majors or dual Spanish and Business majors, the vast majority are likely Business majors with a Spanish minor.

"The best Latin text now available and I very much doubt that a better one will appear for a long time."—Ralph W. Johnson, Cornell University

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