

# The Business 2.0

## C1 ADVANCED Student's Book

### Building the next business generation

Based on the success of the original edition, *The Business 2.0* continues to offer Business English students the fundamentals and skills they need to succeed in the competitive international business environment.

Why it works for Business English students:

- ▶ **Business fundamentals** – an overview of how business works, covered right at the beginning. Topics include business organization and CVs and covering letters.
- ▶ **Transparent business links** – each module is clearly linked to key business topics:
  - Personal development
  - Service
  - Supply chain
  - Management and career
  - Sales and marketing
  - Enterprise
  - Finance
  - International trade
- ▶ **Flexible approach** – the modular structure allows you to dip in and out. This is the course you can make your own.
- ▶ **The Business 2.0 eWorkbook** – an integral part of the course on your own computer or laptop. This includes extra language practice, tests and word lists, and audio and video you can download for on-the-go learning.
- ▶ **Focus on interpersonal skills** – the best professionals are those with great emotional intelligence. Special speaking tasks and the case studies focus on this delicate but vital '5th skill'.

### This level includes:

Student's Book



eWorkbook



Teacher's Book and  
Teacher's Resource Disc



Class Audio CDs



### Other levels in *The Business 2.0* series:

Pre-Intermediate



Intermediate

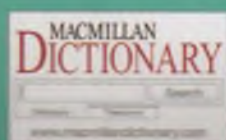


Upper Intermediate



[www.macmillanenglish.com/business](http://www.macmillanenglish.com/business)

  
**MACMILLAN**  
[www.macmillanenglish.com](http://www.macmillanenglish.com)



COMMON EUROPEAN FRAMEWORK

A1 A2 B1 B2 **C1** C2

ISBN 978-0-230-43804-0



9 780230 438040