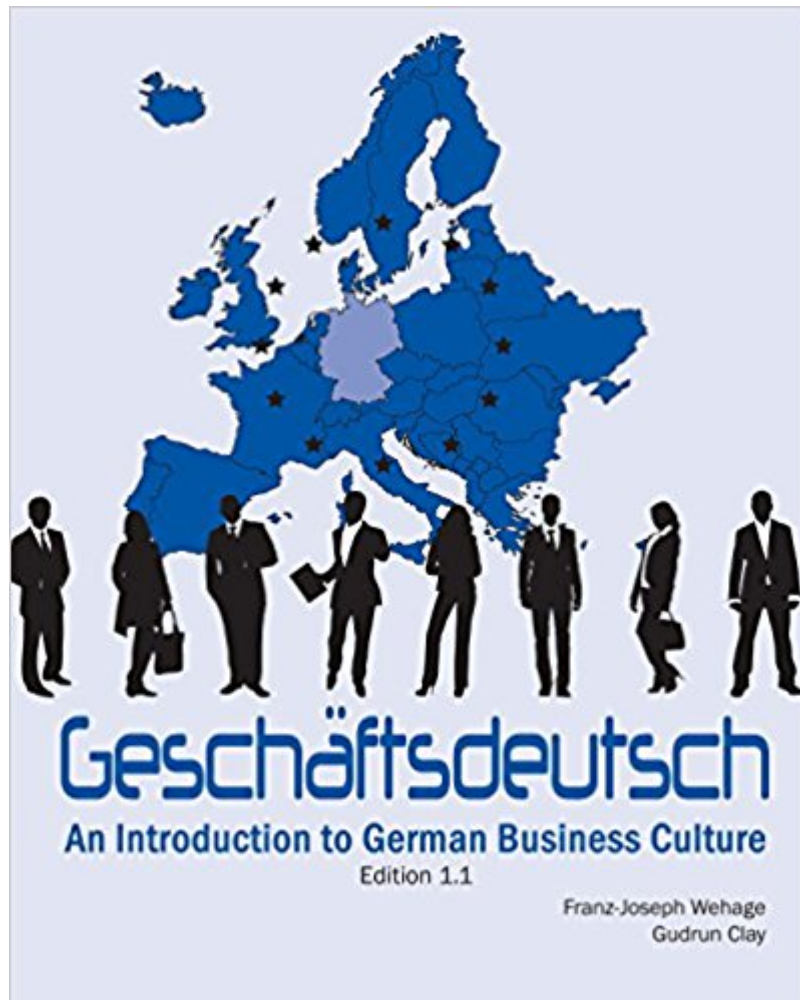


The book was found

Geschäftsdeutsch: An Introduction To German Business Culture



Synopsis

Geschäftssdeutsch introduces the students to the language of business German. It is foremost a language book, with the goal of increasing the students' knowledge and interest in Germany's national and global economy. While no one textbook can cover all topics of interest in business German, Geschäftssdeutsch presents the most popular ones and teaches and practices the essential skills necessary for proficiency in the world of German business. Geschäftssdeutsch has been classroom-tested and includes comments and suggestions from students. Edition 1.1 includes a number of corrections as well as updates reflecting changes in German business culture.

Key Features: Web activities in living color include audio/video assignments and immerse the reader in the world of German business culture. The reading selections introduce formalities, procedures, policies, and programs in the German business world and offer authentic texts, such as newspaper articles, graphics, and promotional materials. Exercises are designed to help students acquire high-frequency vocabulary of business German texts. Each chapter includes a section on the cultural information illustrating German attitudes and behavior patterns which is so necessary to know for being successful in the German business world. Students get to know the language of business German and they gain an insight into Germany's place in the global economy. Complex grammatical structures are reviewed and practiced in the context. Activities, designed for pairs and groups, include class reports, text summaries, interviews, role-plays, information gathering and discussions.

Book Information

Paperback: 315 pages

Publisher: Focus; updated edition, Edition 1.1 edition (October 23, 2015)

Language: English

ISBN-10: 1585108006

ISBN-13: 978-1585108008

Product Dimensions: 0.8 x 8 x 10 inches

Shipping Weight: 1.5 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars 5 customer reviews

Best Sellers Rank: #228,600 in Books (See Top 100 in Books) #127 in Books > Textbooks > Humanities > Foreign Languages > German #444 in Books > Reference > Words, Language & Grammar > Study & Teaching

Customer Reviews

"The explanations are clear and complete. This textbook will meet the objectives of (a) course(s), which prepare(s) students for the Business German Exam of the Goethe Institute. . . . I am particularly pleased to see the addition of Web-based activities." --Dr. William E. Petig, Stanford University". . . a coherent and well-conceptualized sequence of explanations are clear and didactically sound. All chapters contain vocabulary lists with English translations which makes the book even more valuable for American students who are not always skilled in finding their own translations." --Sandra L. Summers, Ph.D., University of North Carolina at Chapel Hill

Geschäftsdeutsch: An Introduction to German Business Culture introduces the students to the language of business German. It is foremost a language book, with the goal of increasing the students' knowledge and interest in Germany's national and global economy. While no one textbook can cover all topics of interest in business German, *Geschäftsdeutsch* presents the most popular ones and teaches and practices the essential skills necessary for proficiency in the world of German business. *Geschäftsdeutsch* has been classroom-tested and includes comments and suggestions from students.

Key Features

- Web activities** include audio/video assignments and immerse the reader in the world of German business culture
- Reading selections** introduce formalities, procedures, policies, and programs in the German business world and offer authentic texts, such as newspaper articles, graphics, and promotional materials
- Vocabulary exercises** are designed to help students acquire high-frequency vocabulary of German business texts
- Each chapter** includes a section on the cultural information illustrating German attitudes and behavior patterns which is so necessary to know in order to be successful in the German business world
- Students** gain insight into Germany's place in the global economy
- Complex grammatical structures** are reviewed and practiced in context
- Activities**, designed for pairs and groups, include class reports, text summaries, interviews, role-plays, information gathering and discussions

The explanations are clear and complete. This textbook will meet the objectives of (a) course(s), which prepare(s) students for the Business German Exam of the Goethe Institute. I am particularly pleased to see the addition of Web-based activities.

•Dr. William E. Petig, Stanford University

a coherent and well-conceptualized sequence of explanations are clear and didactically sound. All chapters contain vocabulary lists with English translations which makes the book even more valuable for American students who are not always skilled in finding their own translations.

•Sandra L. Summers, University of North Carolina at Chapel Hill, NC

--This text refers to an out of print or unavailable edition of this title.

I used this book in my 300-level German class to replace the outdated "Deutsche Wirtschaftssprache für Amerikaner." After using "Geschäftsdeutsch," I much prefer it. Each chapter focuses on a set topic in the business world, such as writing a business letter in German. It gives many examples of business letters and even explains the layout--right down to how many spaces go in between sections of the letter and the complexity of German titles. The EU is explained in detail so that a non-EU citizen will get a good feeling of it in the German language. Vocabulary lists for German to English are also included. There is even a section on how to write a resume and the format of it that German companies prefer. Instead of just learning vocabulary, students will also learn about the culture of German-speaking lands and how that relates to business. For any German professors out there needing a new textbook for your "Business German" classes, this one is the best I've found.

Still working through the book, but it's the best one I've found anywhere to brush up on the German language at the same time as brushing up on the German business culture. Excellent!!!!

Very advanced but quality information.

the book is good, but I wasn't expecting to have most of the answers already in the book :(over all a good product though

I can't believe a college level textbook would NOT have put the vocabulary in the glossary in the same order that a German dictionary would!!! For example, all the reflexive verbs were put under S!!!!!! The same with the idioms!!!! To me this is a mess. To make matters worse, the person who typed this left a huge space between the German word and the translation, effectively leaving no room to write in other words that each learner would need to do for their individual glossary. Everyone does not encounter the same vocabulary when learning a foreign language. It's better to provide MORE vocabulary, not less. Otherwise, why buy a book when there are literally hundreds of millions of text pages on the Internet to look up. Books should be written for the learners NOT for the typists or writers who may wish to express themselves in quirky ways!!!!

[Download to continue reading...](#)

Geschäftsdeutsch: An Introduction to German Business Culture German: German Recipes - The Very Best German Cookbook (German recipes, German cookbook, German cook book, German

recipe, German recipe book) German: Short Stories for Beginners + German Audio: Improve your reading and listening skills in German. Learn German with Stories (German Short Stories 1) (German Edition) German Children's Books: I Love My Mom - Ich habe meine Mama lieb (English German bilingual books): English German childrens books (English German Bilingual Collection) (German Edition) Ich habe meinen Papa lieb I Love My Dad (german english bilingual, german children's books): german kids books, kinderbuch, german childrens stories ... Bilingual Collection) (German Edition) Die Räder - Das Freundschaftsrennen(german for toddlers, german baby books, kinderbuch deutsch): german books for kids -The Wheels -The Friendship Race (German Bedtime Collection) (German Edition) Business For Kids: for beginners - How to teach Entrepreneurship to your Children - Small Business Ideas for Kids (How to Start a Business for Kids - Business for children - Kids business 101) ESL Business English: The essential guide to Business English Communication (Business English, Business communication, Business English guide) German children's book: My Daddy is the Best. Mein Papa ist der Beste: German books for children.(Bilingual Edition) English German children's picture ... for children:) (Volume 7) (German Edition) Learn German III: Parallel Text - Easy Stories (German - English) Bilingual - Dual Language (Learning German with Parallel Text 3) (German Edition) I Love to Keep My Room Clean Ich liebe mein Zimmer gerne auf (English German Bilingual): German bilingual childrens books (English German Bilingual Collection) (German Edition) Bilingua German book: My Daddy is the Best.Mein Papa ist der Beste: Children's English German Picture book (Bilingual Edition),German childrens books,Bilingual ... books for children: 7) (German Edition) Reading Mahler: German Culture and Jewish Identity in Fin-de-Siècle Vienna (Studies in German Literature Linguistics and Culture) Beauty and Business: Commerce, Gender, and Culture in Modern America (Hagley Perspectives on Business and Culture) Business Turnaround Blueprint: Take Back Control of Your Business and Turnaround Any Area of Poor Performance (A Business Book for the Hard-Working Business Owner) A German Requiem (Ein Deutsches Requiem), Op. 45: SATB with S,Bar Soli (Orch.) (German Language Edition) (Kalmus Edition) (German Edition) Pimsleur German Level 4 CD: Learn to Speak and Understand German with Pimsleur Language Programs (Comprehensive) (English and German Edition) Learn German: Parallel Text - Easy, Funny Stories (German - English) - Bilingual (Learning German with Parallel Text Book 1) Ich helfe gern I Love to Help (German English Bilingual) (German English Bilingual Collection 10) (German Edition) Learn German II: Parallel Text - Easy Stories (English - German), Dual Language - Bilingual (Learning German with Parallel Text Book 2)

Contact Us

DMCA

Privacy

FAQ & Help