



Introducing Business English (Routledge Introductions to English for Specific Purposes)

Catherine Nickerson, Brigitte Planken

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Introducing Business English provides a comprehensive overview of this topic, situating the concepts of Business English and English for Specific Business Purposes within the wider field of English for Special Purposes. This book draws on contemporary teaching and research contexts to demonstrate the growing importance of English within international business communication.

Covering both spoken and written aspects of Business English, this book:

- examines key topics within Business English, including teaching Business English as a lingua franca, intercultural business interactions, blended learning and web-based communication;
- discusses the latest research on each topic, and possible future directions;
- features tasks and practical examples, a section on course design, and further resources.

Written by two leading researchers and teachers, *Introducing Business English* is a must-read for advanced undergraduate and postgraduate students studying Business English, Business English as a Lingua Franca, and English for Specific Business Purposes.

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