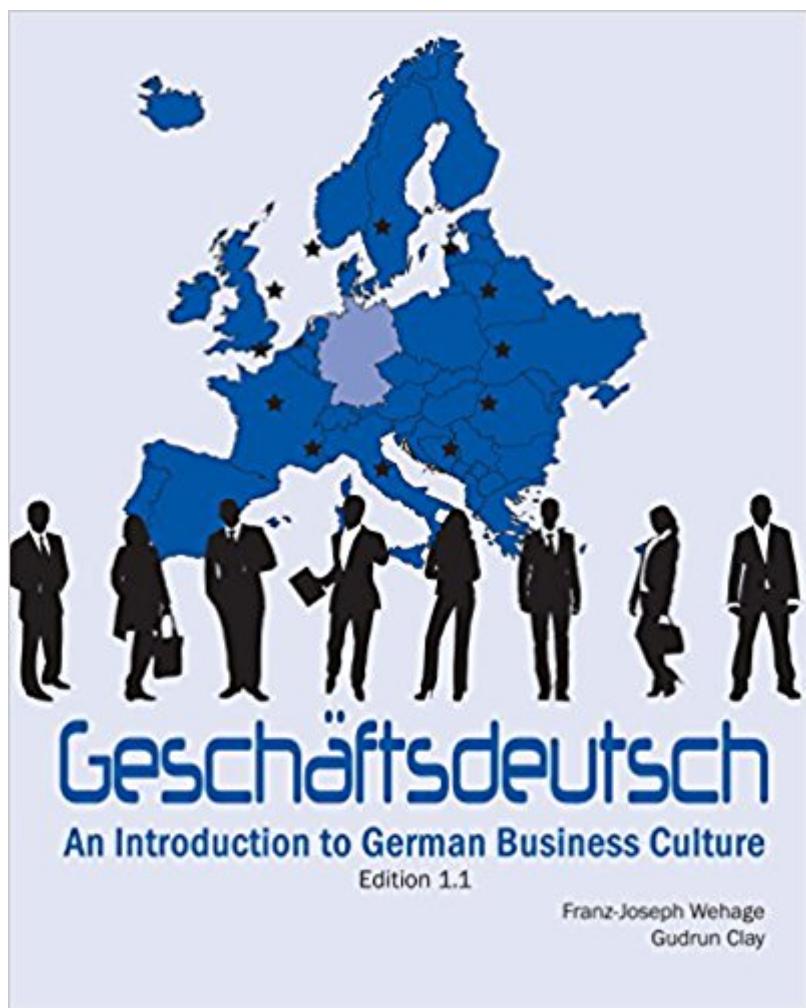


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# Geschaftsdeutsch: An Introduction To German Business Culture



## Synopsis

GeschÄfÄftsdeutsch 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, GeschÄfÄftsdeutsch presents the most popular ones and teaches and practices the essential skills necessary for proficiency in the world of German business. GeschÄfÄftsdeutsch 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

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## 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 | 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

GeschÄfÄmtsdeutsch: An Introduction to German Business CultureGeschÄfÄmtsdeutsch 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, GeschÄfÄmtsdeutsch presents the most popular ones and teaches and practices the essential skills necessary for proficiency in the world of German business. GeschÄfÄmtsdeutsch 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 | 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 fÃr Amerikaner." After using "GeschÃftsdeutsch," 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 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!!!!

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