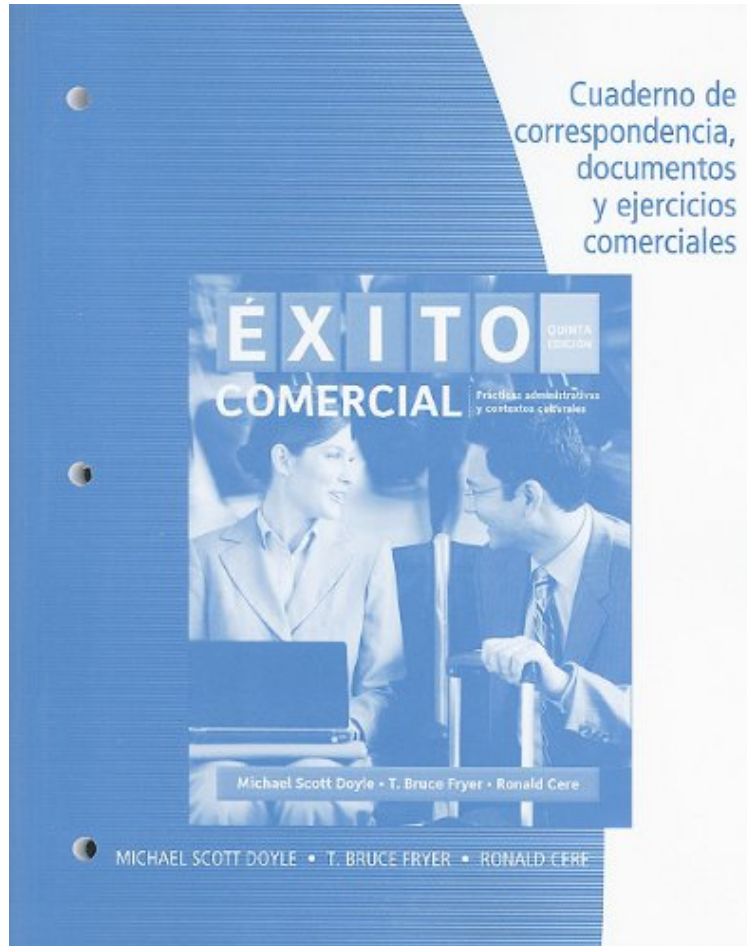


[Read download] Student Activities Manual for Doyle/Fryer/Cere's xito comercial

Student Activities Manual for Doyle/Fryer/Cere's xito comercial

Michael Scott Doyle, T. Bruce Fryer, Ronald C. Cere
DOC | *audiobook | ebooks | Download PDF | ePub



DOWNLOAD



READ ONLINE

#955531 in Books 2010-04-06Ingredients: Example IngredientsOriginal language:SpanishPDF # 1 .60 x 8.60 x 10.70l, 1.36 #File Name: 0495907790256 pages | File size: 39.Mb

Michael Scott Doyle, T. Bruce Fryer, Ronald C. Cere : Student Activities Manual for Doyle/Fryer/Cere's xito comercial before purchasing it in order to gage whether or not it would be worth my time, and all praised Student Activities Manual for Doyle/Fryer/Cere's xito comercial:

0 of 0 people found the following review helpful. But overall it was very useful and will make good reference for the futureBy VlogBrosFan_007I had to buy this version for my Spanish class. Unfortunately, since it isn't the newest version there were some outdated bits (like the CV reference). But overall it was very useful and will make good reference for the future.There is also a textbook that goes along with it which is good for vocab, but the stats will be outdated, even if you buy the new version. The textbook also includes great cultural information for business people going to Spanish-speaking countries so you don't accidentally offend someone.0 of 0 people found the following review helpful. Five StarsBy Kevin B. StognerA1 of 1 people found the following review helpful. Great with the Book or AloneBy RogueThis book is part of a package with a textbook, but can stand alone because the workbook has critical information about writing business letters in Latin America and Spain. It costs a lot because it can be used for a

300-level Undergraduate Course in Commercial Spanish. This book has many good transition, opening, and closing terms to choose from and can be used as a guide or reference.

The "Cuaderno de correspondencia y documentos comerciales" includes the most important and most frequently used letters and documents for communication in the international business world. Through the authentic selections and thought-provoking activities, students are exposed to various business transactions as well as the problems that may complicate them. The "Cuaderno" helps learners master not only the subject matter, but also the intricacies and nuances of communicating effectively in Spanish.

About the Author Dr. Michael Scott Doyle (PhD, University of Virginia) is a Professor of Spanish, Business Spanish and Business Language Studies, and Translation Studies at the University of North Carolina at Charlotte. He served as a Distinguished Visiting Professor of Spanish at the United States Air Force Academy during the 2013-2014 academic year. At UNC Charlotte he chaired the Department of Foreign Languages from 1993-99. He has also served as Graduate Director, Director of the Certificate in Business Spanish, and Director of the undergraduate and graduate Certificates in Translating and Translation Studies at UNC Charlotte. He chaired the Department of Spanish and Portuguese at San Diego State University (1991-93). To date, Dr. Doyle has 87 publications (71 single-authored), among them 14 books (12 co-authored, 1 translation, and 1 guest-edited monographic volume), 4 book chapters, 35 articles and essays, 1 case study, 7 interviews, 1 edited proceedings volume, and 11 translations (short-story length). Most recently, he is the author of four articles on Business Spanish, Business Language Studies, and Language for the Professions and Specific Purposes: "Business Language Studies in the United States: On Nomenclature, Context, Theory, and Method" (The Modern Language Journal); "Business Spanish in the United States: Evolution, Method and Markets" (Cuadernos de ALDEEU); "Continuing Provisional Theoretical Cartography in the LSP Era" (Scholarship and Teaching on Languages for Specific Purposes); and "Core Didactic Thematics and Methodology in Business Spanish: Developing Leadership with Integrity as a Priority for Language for the Professions and Specific Purposes" (Hispania). He is certified by the American Translators Association (ATA) in both Spanish to English and English to Spanish translation.

T. Bruce Fryer (PhD, University of Texas-Austin) is Distinguished Professor Emeritus of Spanish at the University of South Carolina-Columbia where he taught from 1970-2005. He worked with the Master's of International Business Program for 28 years, and for 22 years he directed Faculty Development in International Business (FDIB) workshops for Spanish professors through the Center for International Business (CIBER) at USC. He has worked in the area of language for business and the professions in Colombia, Costa Rica, Mexico, Venezuela, Costa Rica, Spain, Puerto Rico, and Trinidad and Tobago and he continues to serve on numerous editorial boards for business language instruction. He is co-author or editor of twenty articles or chapters dealing with the preparation of teachers for the professions, appearing in the Modern Language Journal, Hispania, and Foreign Language Annals, and 15 books including Spanish for the Business Traveler, and Spanish and Portuguese for Business and the Professions (AATSP), along with this text. He is author of "Languages for Specific Purposes: Curriculum Creation and Implementation in the United States" in the focus issue on Language for Special Purposes for The Modern Language Journal (2012). Results of his Fulbright study in Equatorial Guinea were published in the Afro-Hispanic . In a career spanning 55 years, he has taught Spanish language, linguistics, and culture at all levels of instruction. He most recently has taught at the University of South Carolina-Beaufort (2006-2016).

Ronald C. Cere (Ph.D., New York University) is a Professor of Spanish in Eastern Michigan University's (EMU) Language and International Trade Program and has taught Business Spanish since 1975 at various U.S. universities and for Fortune 500 companies, notably MASCO Corp. He has published numerous books, manuals, and articles for Coleccion Iberia, McGraw-Hill, Hispania, Canadian Modern Language Journal, The American Association of Teachers of Spanish and Portuguese (AATSP), and Dimensions, and has delivered over 150 presentations, seminars, and workshops nationally and internationally on commercial Spanish and other foreign language subjects, especially cross-cultural communication. Professor Cere co-chaired EMU's annual conference on Language and Communication for World Business and the Profession, was Director of the Career Division of the AATSP, organizations, such as the American Council on the Teaching of Foreign Languages, the Modern Language Association, the Southern Conference on Language Teaching, the American Association of Teachers of Spanish and Portuguese, and the Society of Training and Development.