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English for Life 4: B.A/B.Sc, Semester IV (Thiruvalluvar University) (Series: English for Life)

By T. Samson, Renu Anand, M.D.V. Kalyani Annie & Consultant Editor

Cambridge University Press/Foundation Books 0. Softcover. Book Condition: New. English for Life 4 is a comprehensive coursebook for students at the undergraduate level. Divided into two units, this book aims to teach business communication and literary appreciation. Designed to cater for the current and future language and communication needs of students, Unit 1 deals with business writing and a few advanced areas such as meeting skills, presentation skills, negotiation skills, interview skills and team building all of which are indispensable to the job-seeker as well as the aspiring manager. Units 2 and 3 together present Arthur Conan Doyle's The Hound of the Baskervilles, considered to be one of the greatest mystery/detective novels in world fiction. Efforts have been made to make the novel even more interesting and enjoyable with the inclusion of effective starter activities and insightful questions that provoke the reader to think deeper. This course adopts an interactive approach and participatory methods. The activity-oriented tasks ensure that the learning process is relevant, interesting and enjoyable for students. This coursebook ? introduces each chapter through interesting lead-in exercises ? offers exercises with varying levels of complexity ? improves interpersonal communication skills ? enriches vocabulary through extensive glossary ? promotes...



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