

Market Leader Upper Intermediate Business English Course Book

New Edition Market Leader is the business English course that brings contemporary business issues right into your classroom. Incorporating articles from the Financial Times(c) newspaper, Market Leader has authentic texts, effective case studies and a wide range of components.

This series uses authoritative authentic sources to explore topical business issues and builds the professional standard of language needed to communicate in the modern world of business.

The Market Leader specialist titles extends the scope of the Market Leader series and allows teachers to focus on the reading skills and vocabulary development required for specific areas of business.

The Market Leader Class Cassettes contain all the listening texts from the Market Leader Course Book.

The Market Leader grammar books provide your students with all the business grammar practice that they need to support them in their studies.

The financial markets industry is at the same crossroads as the automotive industry in the late 1970s. Margins are collapsing and customization is rapidly increasing. The automotive industry turned to quality and its no coincidence that in the money management industry many of the spectacular failures have been due largely to problems in quality control. The financial industry in on the verge of a quality revolution. New and old firms alike are creating new investment vehicles and new strategies that are radically changing the nature of the industry. To compete, mutual funds, hedge fund industries, banks and proprietary trading firms are being forced to quickly research, test and implement trade selection and execution systems. And, just as in the early stages of factory automation, quality suffers and leads to defects. Many financial firms fall short of quality, lacking processes and methodologies for proper development and evaluation of trading and investment systems. Authors Kumiega and Van Vliet present a new step-by-step methodology for such development. Their methodology (called K|V) has been presented in numerous journal articles and at academic and industry conferences and is rapidly being accepted as the preferred business process for the institutional trading and hedge fund industries for development, presentation, and evaluation of trading and investment systems. The K|V model for trading system development combines new product development, project management and software development methodologies into one robust system. After four stages, the methodology requires repeating the entire waterfall for continuous improvement. The discussion quality and its applications to the front office is presented using lessons learned by the authors after using the methodology in the real world. As a result, it is flexible and modifiable to fit various projects in finance in different types of firms. Their methodology works equally well for short-term trading systems, longer-term portfolio management or mutual fund style investment strategies as well as more sophisticated ones employing derivative instruments in hedge funds. Additionally, readers will be able to quickly modify the standard K|V methodology to meet their unique needs and to quickly build other quantitatively drive applications for finance. At the beginning and the end of Quality Money Management the authors pose a

key question: Are you willing to change and embrace quality for the 21st century or are willing to accept extinction? The real gem in this book is that the concepts give the reader a road map to avoid extinction. Presents a robust process engineering framework for developing and evaluating trading and investment systems Best practices along the step-by-step process will mitigate project risk, model risk, and ensure data quality Includes a quality model for backtesting and managing market risk of working systems Market Leader 3rd Edition has been completely updated to reflect the fast-changing world of business using authoritative and authentic business sources such as Financial Times.

Market Leader Upper Intermediate New Edition Video consists of five separate films which illustrate the themes and extend language introduced in the Market Leader Upper Intermediate New Edition Course Book. Each film can be used independently or in support of the main course.

'Market Leader' is the major business English course for tomorrow's business leaders. Incorporating material from the Financial Times, it brings real business issues right into the classroom.

The 3rd edition Course Book contains: 100% new reading texts from the Financial Times© 100% new case studies with opinions from successful consultants who work in the real world of business 100% new listening texts reflecting the global nature of business with texts that are all available to view on the new DVD-ROM 'Business Across Cultures' spreads which focus on particular cultural issues The DVD-ROM accompanying the Course Book contains: Authentic video material from FT.com with accompanying worksheets All the listening texts available to view, providing truly authentic listening practice Vocabulary Trainer iGlossary

Market Leader uses authoritative authentic content from the Financial Times to build the professional language and skills needed to communicate in the modern world of business. The third edition has been completely updated to reflect this fast-changing world.

The Market Leader Practice File is the perfect way to extend the Market Leader course. It has extra grammar practice and a complete syllabus of business writing.

Market Leader Business English Course Book : Intermediate Market Leader Upper Intermediate Flexi Course Book 1 Pack

New Edition Market Leader reflects the fast-changing world of business with updated material from authentic sources. The Practice File includes vocabulary exercises, language review, and writing tasks

Market Leader delivers a complete teaching solution for the business English classroom - the videos, tests and specialist titles enable teachers to tailor the course to the specific needs of their students.

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