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Introduction

Don't just be enthusiastic in #socialmediarounds. Engages readers throughout all your communication.

Who is this book for? This book is for the business sector, culture and general audience.

If you're in business (or are preparing to be), you'll see how the written word dominates communication today, largely due to the emergence of digitalization. Everyone now has a voice and almost everyone is engaged, though few are actually trained in this.

That's why this business English primer is essential for you. And non-native English speakers (proficient or not), its extensive task-based guide should be an essential part of your toolkit. It provides the highly prized workplace skills that will help you

Increasingly, English is the language of our age, widely used on the web and in business. Staggeringly, it's estimated that English is the second most spoken language in the world's population (and rising), as the global currency. So it becomes a powerful tool for business and inclusion – as long as you realize that it needs to suit the expectations of:

- your target business sector;
- your target culture and the variety utilizing it;
- today's multigenerational workplace.