
Global Links Program: English for International Business

Review by Jeannette Fukuzawa

Brigham Young University—Hawaii

Global Links Program: English for International Business. Publisher: Addison Wesley Longman, Inc., a Pearson Education company, 2001.

Global Links 1: False Beginner (Student Book with Phrase Book and Audio CD) by Keith Adams and Rafael Dovale.

Global Links 2: Low Intermediate (Student Book with Phrase Book and Audio CD) by Angela Blackwell.

Student Book with Phrase Book and Audio CD \$18.90; Tests \$9.95; Teacher's Manual \$22.25; Complete Audio Cassettes \$25.20; Complete Audio CD \$25.20.

Global Links Program: English for International Business is designed for busy business professionals whose study time is limited and irregular. This program stands out from other business English programs in its focus on business language likely to be used by executives and upper management. It is ideal for tutoring situations and small classes. Though the content includes sophisticated business language that management professionals encounter in the business world, the sentence structures and business situations are designed for beginners and low-intermediate language learners. Each level provides 40-45 hours of instruction, but course duration can be determined by the amount of attention given to the related skills and tasks provided in the text.

The student materials for this course include a student book, a student audio CD, and a phrase book. These are excellent materials for executives to study if they are unable to attend all class sessions. The convenient phrase book, containing vocabulary from each lesson, can be slipped into pocket or purse. A companion web site (www.longman.com/globallinks) provides exercises and quizzes with immediate feedback. Scores can be submitted to the teacher through this website, and the progress of each student can be tracked. The topics covered are appropriate for global business situations, including introductions, office routines, telephone arrangements, getting to meetings, socializing, describing processes, managing change, and challenges to management, to name just a few. Each unit contains conversation, listening, speaking, reading, and writing lessons that include culture information that is very useful to the

global business professional. The Activity Files, Summary Language, Glossary, and other provided materials facilitate class preparation.

It must be noted that the *Global Links Program* student materials cannot be used independently. The student audio CD provides the audio for only listen and repeat conversation exercises, pronunciation focus, and number practice exercises. The audio for the remaining exercises in the student book is only available on the Complete Audio Program CDs and Cassettes. The Teacher's Manual provides teaching suggestions, instructions, tapescripts, answer keys, and expansion activities. A Test Package provides TOEIC-type assessment for placement, for each unit, at mid-course, and at the end of the course.

The Global Links Program: English for International Business provides global business content from real companies and business situations that are appropriate for high level business professionals. It is a great accomplishment to meet the challenge of high professional content and low fluency language in a package that appeals to the business executive. *Global Links Program* materials will become available according to the following publication schedule:

Global Links Student Book - Now available

Complete CD - Now available

Complete Cassette - Now available

Teacher's Manual *Global Links 1* - Now available, *Global Links 2* - Fall 2001

Tests *Global Links 1* - Now available, *Global Links 2* - Spring 2002

About the Reviewer

Jeannette L. Fukuzawa teaches English as an International Language at Brigham Young University—Hawaii. She has taught Business English for 21 years at the Japan-America Institute of Management Science (JAIMS) and Cannon's Business College in Honolulu, Hawaii. She holds degrees from Brigham Young University—Hawaii (B.A.) and the University of Hawaii at Manoa (M. Ed). The focus of her studies has been the beneficial use of technology in language learning.