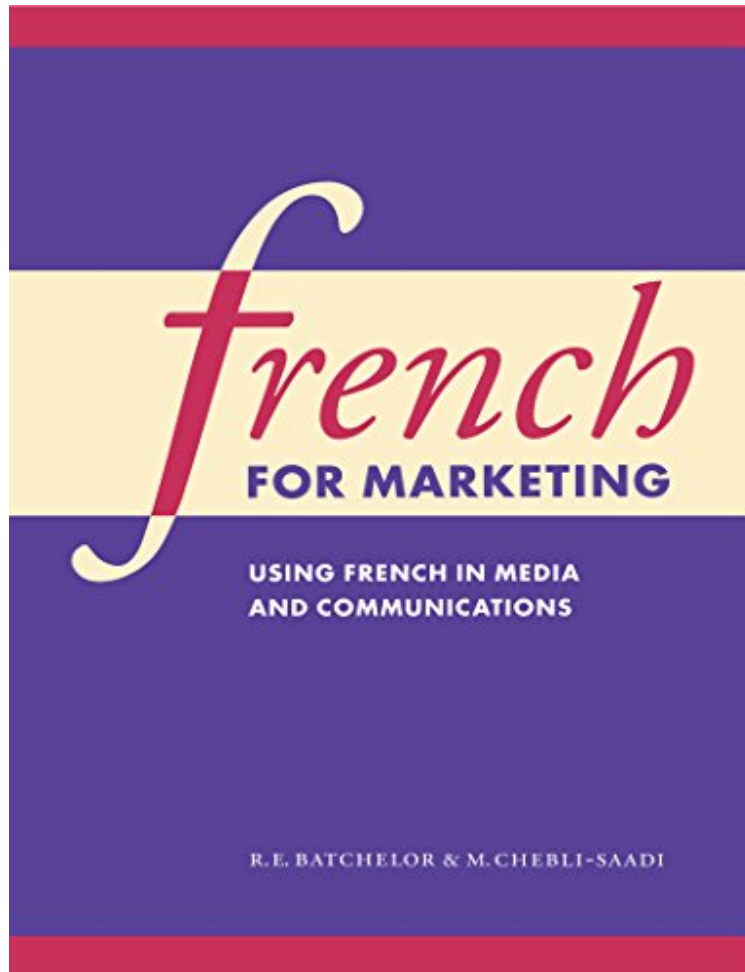


(Ebook pdf) French for Marketing: Using French in Media and Communications (French Edition)

French for Marketing: Using French in Media and Communications (French Edition)

R. E. Batchelor, Malliga Chebli-Saadi
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R. E. Batchelor, Malliga Chebli-Saadi : French for Marketing: Using French in Media and Communications (French Edition) before purchasing it in order to gauge whether or not it would be worth my time, and all praised French for Marketing: Using French in Media and Communications (French Edition):

This book offers an original and practical approach to the French of media and communications. Written entirely in French, it aims to increase the student's awareness of the special kind of language needed for marketing in the French-speaking world. The method focuses on extracts taken from technically orientated newspapers and magazines which deal with the world of marketing and advertising. In each chapter the extracts are followed by exercises concentrating on vocabulary, syntax, questions on the text, oral exercises, exposés, debates and written exercises. Part I deals with the world of advertising while Part II looks at information and communications. Care has been taken to avoid an

excess of difficult jargon and all the exercises have model answers at the end of the book.

Language NotesText: French