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Our (tools / range / support) includes detergent, toilet cleaner and sponges.

We use a lot of (advertising / presence / promotional), usually in women's magazines.

You can find the brand in supermarkets and local shops. The

(tangible / accessibility / process) of our (staff / mix / outlets) is important.

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...

Marketing is an
innovative (progressing
and developing) field
that has its own

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specialized (specific) vocabulary. You need this vocabulary to brainstorm and discuss ideas for selling products or services. The language in marketing is always changing and developing, which means that there are always new words, phrases and idioms to learn.

**English for
Marketing: 12**

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Business and Professional English

This lesson is appropriate for any marketing staff needing to revise and expand their ability to function effectively in English for international business.

Procedure • As a preview, ask students to brainstorm a basic definition of marketing.

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Suggest that marketing is a general heading with 4 subheadings. Check and discuss their familiarity

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Professional English in Use Finance is a self-study reference and practice book for intermediate students and above. It includes 50 units covering all aspects of financial vocabulary from Accounting to Borrowing and Lending, Central Banking to Venture Capital and many more areas including financial idioms and

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metaphors. The book can also be used for classroom work and one-to-one lessons.

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Professional English in Use Marketing with Answers ... The Professional English in Use series seems geared much more towards self study than classroom use, but I find this book to be

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