



B2-C1

ALICJA
FANDREJEWSKA

JĘZYK ANGIELSKI

*w biznesie,
innowacjach i nowych
technologiach*



ALICJA FANDREJEWSKA

Język angielski

w biznesie, innowacjach
i nowych technologiach



Spis treści

Przedmowa	6
Preface	7
Unit 1	
Preserve, Protect, Prosper: Climate Change, Environmental Conservation and Sustainability	8
Unit 2	
Smart Today, Sustainable Tomorrow: Energy Transition, Resource Management and Smart Solutions	22
Unit 3	
Inclusive Health, Inclusive Future: Global Health, Access to Healthcare and Well-Being	34
Unit 4	
Virtual Classrooms, Real Opportunities: Education Access, Development Opportunities and e-Learning	46
Unit 5	
Future-Ready: What Skills Will We Need, and How Do You Get There?	58
Unit 6	
Cultures in Transit: Globalization, Mobility and Migration	70
Unit 7	
Empowering Explorers: Online Booking and Mobile Apps, Budget Travel and the Accessibility of Cultural Destinations	88
Unit 8	
Connected Communities, Accountable Governments: Democracy, Community Engagement and e-Government	102

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Unit 9	
Revolutionizing Realities: Innovations, New Technologies and User Experience	116
Unit 10	
Finance Reimagined: New Investment Strategies, Digital Assets and the Future of Finance	126
Unit 11	
Collaborate to Elevate: Sharing Economy, Platforms and Ecosystems	140
Unit 12	
Mind Meets Metrics: Digital Marketing, Creativity, Psychology and Data-Driven Campaigns	154
Unit 13	
Navigating the Net: Technology Ethics, Privacy and Cybersecurity	166
Unit 14	
Crafting the Future: Next Tech and Human-Computer Interaction	178
Index	192
Audioscripts	200
Grammar Recap	208
Resources	212

Przedmowa

Witaj!

Świat wokół nas zmienia się bardzo szybko. Nowe technologie pojawiają się w zawrotnym tempie, wpływając na niemal każdy aspekt naszego codziennego życia. Coraz częściej polegamy na urządzeniach, by utrzymywać kontakt z innymi, robić zakupy, umówić wizytę u lekarza, zarezerwować stolik w restauracji czy bilet lotniczy, odnajdywać ciekawe miejsca – zarówno blisko nas, jak i na drugim końcu świata.

Odkrywamy świat i szukamy odpowiedzi, łącząc się z innymi w wirtualnych społecznościach. Media społecznościowe sprawiają, że wiemy o sobie więcej niż kiedykolwiek wcześniej, a jednak często mamy wrażenie, że się od siebie oddalamy. Jednocześnie zadajemy sobie pytania o przyszłość i o to, jak najlepiej się na nią przygotować – szczególnie gdy tak trudno jest przewidzieć, co nas czeka.

Ten podręcznik pomoże Ci nie tylko opanować gramatykę i specjalistyczne słownictwo, ale także rozwinąć kluczowe umiejętności językowe: czytanie, pisanie, słuchanie i mówienie. Zabierze Cię w fascynującą podróż w przyszłość i pomoże lepiej zrozumieć świat, który nieustannie się zmienia.

W tej książce znajdziesz terminologię z różnych dziedzin – od biznesu po nowe technologie – a także omówienie najnowszych innowacji i rozwiązań ICT. Otrzymasz praktyczne narzędzia językowe (i nie tylko), które przygotują Cię do skutecznego działania w dynamicznej rzeczywistości współczesnego świata. Dzięki temu zyskasz gotowość, by swobodnie poruszać się w świecie biznesu i technologii oraz w pełni korzystać z możliwości, jakie niesie ze sobą przyszłość. W podręczniku staraliśmy się uwzględnić nowe, fascynujące zagadnienia związane z technologią, środowiskiem, a także ze zmianami społecznymi, ekonomicznymi i kulturowymi. Ze względu na ograniczoną objętość tej książki niektóre tematy zostały jedynie zasygnalizowane, a mogą być one punktem wyjścia do dalszych poszukiwań. Jeśli chciałabyś/chciałbyś zgłębić wybrane zagadnienia, zachęcamy Cię do tego – w ostatniej części podręcznika zamieściliśmy wykaz źródeł oraz tytuły publikacji, które mogą Cię zainteresować.

Preface

Welcome!

The world around us is changing rapidly. New technologies are emerging at a breathtaking pace, transforming nearly every aspect of our daily lives. We rely more and more on our devices to stay in touch, shop, make a doctor's appointment, book a table in a restaurant or a flight, and discover new places – both nearby and across the globe.

We explore the world and search for answers by connecting with others in virtual communities. Social media allows us to know more about one another than ever before; still, we often feel that we are growing apart. At the same time, we're asking ourselves what the future holds – and how we can prepare for it in a world where there is so much uncertainty.

This textbook will not only help you master grammar and key terminology, but also build essential language skills: reading, writing, listening, and speaking. It will take you on a fascinating journey into the future and help you better understand the changes happening around us.

In this book, you will find terminology from a variety of fields – from business to cutting-edge technology – and explore the latest innovations. Along the way, you'll gain practical tools, both linguistic and conceptual, to help you navigate today's fast-moving world. With these skills, you'll be ready to thrive in the evolving landscape of business and technology and make the most of the opportunities that lie ahead. In this textbook, we aimed to include fascinating new issues related to technology, the environment, as well as social, economic, and cultural changes. Due to the limited scope of the book, some topics are presented only briefly, but they can serve as a starting point for further study. If you would like to explore selected topics in more depth, I encourage you to do so – in the final part of the textbook we have included a list of sources and publication titles that may be interested to discover.

Unit 12

Mind Meets Metrics: Digital Marketing, Creativity, Psychology and Data-Driven Campaigns

How Do You Turn Clicks into Customers?

Half the money I spend on advertising is wasted; the trouble is I don't know which half.

*[a quotation attributed to John Wanamaker,
19th century Philadelphia retailer, a pioneer of advertising]*

Lead-in

- How do customer reviews and ratings on e-commerce platforms influence consumer purchasing decisions?
- In what ways can e-commerce companies integrate sustainability and eco-friendly practices into their marketing strategies?
- What are the challenges and opportunities presented by cross-border e-commerce marketing, and how can businesses effectively cater to a global audience?
- What are the best practices for creating successful influencer partnerships?

Task 1. Vocabulary. Read each definition and choose the appropriate term from the Wordpool to complete the table. Use each term only once.

WORDPOOL:

metaverse, user experience (UX), virtual reality (VR), personalization, machine learning (ML), consumer, target audience, e-commerce, market share, web analytics, Search Engine Optimization (SEO), big data, customization, Internet of Things (IoT)

No.	Term	Definition
1		an individual who purchases goods or services for personal use
2		a specific group of consumers, recipients of a particular marketing message or a marketing campaign
3		buying and selling goods and services over the internet
4		the percentage of consumers who choose a company's products over its competitors' goods or services
5		techniques used to increase a website's visibility in search engine
6		the analysis of data to understand and optimize web usage
7		how a person feels when using a product, system or service (especially digital products or e-services) focusing on design and ease of use
8		customizing a product or service to fit individual needs, using personal information or preferences
9		the process of modifying something to suit a particular individual or task
10		a branch of AI that creates algorithms allowing computers to learn and improve from experience without explicit programming
11		a network of interconnected devices that communicate and exchange data with each other over the internet
12		a technology that creates a 3D world where users can interact using headsets, gloves and other equipment
13		a digital world of connected virtual spaces where users interact with the environment and each other, often using augmented reality (AR) and virtual reality (VR)
14		extremely large or complex data sets that require advanced processing to analyze and uncover patterns or trends

Task 3. Word formation. Based on a list of verbs, write corresponding nouns. Sometimes more than one answer is possible.

No.	Verb	Noun
1	to analyze	
2	to compete	
3	to optimize	
4	to personalize	
5	to involve	
6	to engage	
7	to interact	
8	to leverage	

Task 4. Reading comprehension.

Consumers today are very different from what they were in the early 20th century, i.e., the time when Henry Ford famously said, “A customer can have a car painted any colour he wants as long as it’s black”. This quotation reflects the manufacturing and marketing philosophies which focused on the power of entrepreneurs and emphasized mass production, standardization and very limited choices for consumers.

Today, the position of consumers has changed radically. The modern market offers abundant choices, personalization and a focus on customers’ needs and wants. Their satisfaction and experience matter to producers, marketers and sellers. At present, consumers expect products that not only meet their needs but also align with their values and personal preferences.

There are so many factors which impact the transition. Firstly, the rise of digital technology has revolutionized how products are designed, manufactured and marketed. This enables companies to offer a wider range of products and services, where offers and communications are adapted to customers’ interests and preferences (personalization), and products can be adjusted to meet specific, individual needs at scale (mass customization). Secondly, with the expansion of global markets, consumers can choose from a broad array of products, which increases their demand for variety and uniqueness. Thirdly, the internet and social media have provided consumers with platforms to express their opinions

and preferences, and companies which encourage consumers to give feedback should be ready to accept both appreciation and criticism. Fourthly, contemporary consumers are more environmentally conscious and concerned about the ethical implications of their purchases.

Companies need to make sure that their promises are delivered. The goals they set and communicate need to be SMART (specific, measurable, assignable, realistic and time-related), and the results of their actions have to be visible. The bottom line is that nowadays companies must be prepared to be scrutinized by customers and held accountable for their actions. Businesses that understand this change and adapt to contemporary consumers' expectations will have a better chance of winning customer loyalty and maintaining a strong position in the market.

In conclusion, companies operating under the conditions of hypercompetition caused by technology advancements and globalization need to be attentive to consumers' voices and needs. Businesses which anticipate trends and adapt to these changing consumer behaviors are more likely to succeed in this dynamic environment.

Decide if the sentences are true or false. Discuss the statements below, expressing your opinion on the subject.

1. The current position of customers is much stronger than in the past. T/F
2. For customers, product technical characteristics have always been, and will always remain, the most important factors when making purchasing decisions. T/F
3. Using social media is an effective way to build a positive image of a company no matter what their actual actions are. T/F
4. The intense competition is the only reason why producers and sellers have started to take customers' opinions into account. T/F
5. Globalization has a positive impact on the position of local companies in the market. T/F
6. Ethical and environmental aspects have a significant impact on the decisions of contemporary consumers. T/F

Task 5. Open Cloze Test. Fill in the gaps using one word in each gap.

Shopping is no longer just 1. purchasing goods. It is about new experiences that photographs or descriptions 2. never match. These technologies offer an interactive experience that engages consumers 3. different sensory levels. However, many people are still sceptical about technology-based shopping; they prefer and opt 4. more traditional and tangible consumer experiences. It seems that there is no stopping new technologies already actively shaping consumer expectations and behaviors. They will continue to influence marketing strategies, forcing brands to innovate and offer 5. immersive, interactive and personalized experiences. Therefore, businesses 6. explore new opportunities and work towards engaging new groups and generations. Overcoming barriers and 7. trust are crucial steps in this journey. By adapting 8. the changing digital landscape, businesses can create close and meaningful connections 9. their customers, ensuring resilience in an increasingly competitive market. It is also important for companies to 10. their platforms user-friendly and accessible, considering various needs and preferences of their audience.

Task 6. Create collocations and use them in the proper context in the statements below.

1	targeted	recommendations	
2	personal	giants	
3	personalized	use	
4	marketing	information	
5	consumer	consent	
6	e-commerce	privacy	
7	explicit	companies	
8	data	marketing	

Comment 1: “I recently read an article about how some companies use our data to manipulate buying decisions, and it’s honestly quite concerning. The lack of transparency in how our data is collected and used by these 1. *e-commerce giants/marketing companies* is a major concern for me. I wish there were stricter regulations to protect our 2.”

Comment 2: “I appreciate it when e-commerce sites show me products that I’m actually interested in, but it’s irritating when ads follow me across different websites and platforms. It feels like there’s no privacy anymore. I understand the need for 3. _____, but there has to be a balance between personalization and respecting 4. _____”

Comment 3: “I recently had an experience where I was discussing a product with a friend, and shortly after, I started seeing ads for it online. It feels like an invasion of privacy. I think e-commerce and 5. _____ need to be more ethical about 6. _____ and give consumers more control over what information is collected about them.”

Comment 4: “As someone who works in tech, I see the benefits of data-driven marketing, but as a consumer, I’m sometimes shocked at the level of detail these companies have about my preferences and habits. It’s convenient to have 7. _____, but I’m increasingly wary of the amount of data being collected without my 8. _____”



Task 7. Listening comprehension. Listen to the comment from an expert and fill in the missing words in the text.

The change in the perception of 1. _____ in modern economics is fascinating. For years, the dominant 2. _____ has been the ‘homo economicus’, the theoretical consumer who makes decisions 3. _____, maximizing his benefits and efficiency. Increasingly, however, this model is being replaced by a more realistic 4. _____ that recognizes that human behavior is much more complex and multidimensional.

The modern consumer is no longer seen as reasonable, cautious and calculating, but rather as an emotional and imperfect human being. Purchasing decisions are often 5. _____ by emotions and impulses or the desire to achieve social status or experience pleasure. This is a significant 6. _____ that sheds new light on how companies should 7. _____ with their customers and how they should shape their products and services.

By understanding that consumers are also driven by emotions, it is possible to better tailor 8. _____ to their needs and expectations. Emotional

marketing is becoming increasingly important and brands are seeking to create deeper, emotional **9.** with their customers.

Also, in the age of social media, social **10.** and the desire to keep up with others play an important role in purchasing decisions. Consumers often purchase products not only for their actual value but also because they want to be seen in a certain way by their community or social circles. Companies that understand these mechanisms can **11.** their customers' decisions more effectively.

As a result, the market becomes more human-centric, not just **12.**-centric. Companies that can understand and respond to the emotional and social needs of their customers are more likely to succeed in an increasingly competitive world.

Task 8. Write the list of acronyms you have learnt in this unit as full words: AI, ML, IoT, SEO, VR, AR, SMART (goals), UX, STP.

Example: AI – artificial intelligence

Task 9. Writing. Complete the email with the words and phrases provided in the box below.

tool, user-friendly, shaping, tailor, commitment, valuable, proposal, outline, needs, satisfaction, recommendations

Subject: Customer Engagement

Dear All,

Thank you for your **1.** contributions during our recent brainstorming session. Your insights are very important in **2.** our strategy for improving customer engagement. As we move forward, I would like to **3.** our detailed action plan:

Customized Customer Experience: We must **4.** our marketing efforts to meet individual customer **5.** This involves analyzing customer data to offer personalized content, **6.**, and services.

Social Media Engagement: Our social media platforms are an important **7.** for interactive customer engagement. I encourage the team to develop engaging posts that resonate with our audience and polls to assess customer **8.** This will not only enhance our brand presence but also help to build a community around our products and services.

User Interface and Support: We need to design **9.** website and app interfaces and offer efficient customer support. Feedback and data analytics should give direction to our continuous improvement in these areas.

For our meeting on Thursday, I ask each of you to prepare a detailed **10.** on how we can improve our strategy regarding customer engagement. It should include specific initiatives, expected outcomes and potential challenges.

Your expertise and **11.** are crucial to our success. I am confident that together we can significantly increase our customer engagement and improve our market position.

Best regards,

.....

Task 10. Create a sales pitch* (8–10 sentences) about the benefits and problems which can be solved with your product. Have fun and enjoy the process of creating a sales pitch.

1. Left-handed screwdriver
2. Backwards clock
3. Inflatable dartboard
4. Umbrella with holes
5. Whispering megaphone
6. Waterproof teabags
7. Silent alarm clock
8. Knitted swimming suit
9. Reversible boots (left and right interchangeable)
10. Fireproof matches

Example: **1.** Left-handed screwdriver

Do you ever feel like all the tools out there are just made for right-handed people? It's like left-handers are forgotten, right? Not anymore!

Being left-handed in a right-handed world can be frustrating, especially when you're using tools. It's not fair that left-handers are often overlooked. Well, here's some good news!

You should test our new screwdriver. It's made to fit you, so you can work at ease, without experiencing any discomfort. We believe everyone deserves a tool that feels like it's made just for them. You won't have to struggle anymore. This tool makes your work easier and more enjoyable.

Contact us today. Visit our website and place your order for the Left-Handed Screwdriver. It's designed just for you, ensuring comfort and efficiency in all your DIY projects.

Enjoy the convenience of having it delivered right to your doorstep within 24 hours. Don't miss out on this game-changer for left-handers. Order now and experience the difference!

* A sales pitch is a short, persuasive presentation designed to convince someone to buy a product or service. It explains the benefits and value of what is being offered and aims to capture the customer's interest and encourage them to take action, i.e. contact the seller and use the offer.

Index

Index

Unit 1. Preserve, Protect, Prosper: Climate Change, Environmental Conservation and Sustainability

- awareness campaigns – kampanie uświadamiające
- biodegradable, biodegradation – biodegradowalny, biodegradacja
- biodiversity – bioróżnorodność
- carbon footprint – ślad węglowy
- clean energy – czysta energia
- climate change – zmiana klimatu
- consumer behavior – zachowania konsumentów
- consumption – konsumpcja/zużycie
- deforestation – wylesianie
- depletion of natural resources – wyczerpywanie zasobów naturalnych
- eco-friendly policies – proekologiczne polityki / zasady przyjazne dla środowiska
- ecological balance – równowaga ekologiczna
- ecosystem – ekosystem
- environmental conservation, environmental protection – ochrona środowiska
- excessive production – nadmierna produkcja
- overconsumption – nadmierna konsumpcja
- pollution, soil, water, air pollution – zanieczyszczenie, zanieczyszczenie gleby, wody, powietrza
- recycling, recycled – recykling, zrecyklowany
- smart solutions – inteligentne rozwiązania
- soil degradation – degradacja gleby
- sustainability – zrównoważony rozwój
- waste – odpady

Unit 2. Smart Today, Sustainable Tomorrow: Energy Transition, Resource Management and Smart Solution

- advanced data analytics – zaawansowana analiza danych
- circular economy – gospodarka cyrkularna
- citizen-centric services – usługi zorientowane na obywatela
- decarbonization – dekarbonizacja
- energy audit; energy conservation; energy poverty; energy storage solutions – audyt energetyczny; oszczędność energii; ubóstwo energetyczne; rozwiązania w zakresie magazynowania energii
- energy efficiency – efektywność energetyczna
- green building – zielone budownictwo
- hydropower – energia wodna
- insulation – izolacja
- intelligent infrastructure – inteligentna infrastruktura
- overconsumption – nadmierna konsumpcja
- personalized marketing – marketing spersonalizowany
- power grids – sieci energetyczne
- purchasing decisions – decyzje zakupowe
- real-time monitoring – monitorowanie w czasie rzeczywistym
- remote sensing – teledetekcja
- smart meters – inteligentne liczniki
- smart mobility – inteligentna mobilność
- solar energy, solar power – energia słoneczna
- sustainable consumption – zrównoważona konsumpcja
- thermal energy – energia cieplna
- urban resilience – odporność miast
- wind farms – farmy wiatrowe

Unit 3. Inclusive Health, Inclusive Future: Global Health, Access to Healthcare and Well-Being

- contagious viruses – wirusy zakaźne
- deployment – wdrożenie
- e-health – e-zdrowie
- elderly; the – starszy; osoby starsze
- epidemiological surveillance – nadzór epidemiologiczny
- e-prescription – e-recepta
- e-referral – e-skierowanie
- e-sick leave – e-zwolnienie lekarskie
- global health – zdrowie globalne
- immune systems – układy odpornościowe

Grammar

Grammar Recap

Future Tenses. Future tenses are used to describe actions or events that will happen later.

- Will (+ base verb) → Used for predictions, spontaneous decisions, promises, and offers.
Example: “I think AI will replace some jobs in the future.”
- Be going to (+ base verb) → Used for plans/intentions and predictions based on evidence.
Example: “Look at the clouds! It is going to rain.”
- Present Continuous (is/am/are + verb+ing) → Used for fixed arrangements.
Example: “She is meeting the CEO tomorrow.”
- Present Simple (for schedules) → Used for timetables, schedules, and fixed events.
Example: “The conference starts at 9 AM tomorrow.”

Past tenses

- Past Simple (did / -ed form)
Used for completed actions at a specific time in the past.
Example: “We booked our trip online last night.”
- Past Continuous (was/were + verb+ing)
Used for an action in progress at a specific time in the past or interrupted actions.
Example: “While we were browsing travel blogs, we found a great deal.”
- Past Perfect (had + past participle)
Used to show that one past action happened before another past action.
Example: “By the time we arrived, our flight had already departed.”
- Past Perfect Continuous (had been + verb+ing)
Used for actions that were happening for a period of time before another past event.
Example: “She had been searching for flights for hours before she found a good deal.”

Articles

In English, there are three types of articles:

- Indefinite article (a/an) – used when mentioning something for the first time or when referring to something general or unknown.
a – before words that begin with a consonant sound (a book, a dog).

Resources

Resources

Unit 1. Preserve, Protect, Prosper: Climate Change, Environmental Conservation and Sustainability

- Climate Action, European Commission, https://climate.ec.europa.eu/index_en.
- Climate-ADAPT (Portal UE z narzędziami i zasobami do adaptacji klimatycznej), <https://climate-adapt.eea.europa.eu/en>.
- Climate change, European Commission, https://climate.ec.europa.eu/climate-change_en.
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Unit 2. Smart Today, Sustainable Tomorrow: Energy Transition, Resource Management and Smart Solutions

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- What is the energy transition? – Arup, <https://www.arup.com/insights/what-is-the-energy-transition/>.

Unit 3. Inclusive Health, Inclusive Future: Global Health, Access to Healthcare and Well-Being

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Oto przewodnik po dynamicznym świecie nowoczesnego biznesu i technologii stworzony z myślą o osobach na poziomie B2–C1, które chcą świadomie funkcjonować w środowisku międzynarodowym.

Łączy naukę języka angielskiego z aktualnymi tematami takimi jak e-biznes, zarządzanie projektami, e-zdrowie, analityka danych, e-learning czy finanse cyfrowe.

Co znajdziesz w środku?

- 14 modułów tematycznych, m.in. e-administracja, e-learning, transformacja energetyczna, fintech, UX, zarządzanie projektami
- bogaty zasób słownictwa specjalistycznego z kolokacjami, struktury gramatyczne w kontekście (*grammar in context*)
- autorskie teksty i nagrania audio oparte na realnych scenariuszach i trendach biznesowych
- studia przypadków, dyskusje i zadania projektowe, czyli nauka przez działanie
- przykładowe dokumenty biznesowe: e-maile, listy motywacyjne
- glosariusze ENG-PL i PL-ENG, definicje, transkrypcje, rekomendowane odpowiedzi.

Sięgnij po książkę, która jednocześnie uczy języka i przygotowuje do wyzwań przyszłości

