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Preface

This book, *English for Business Studies-I*, is designed for undergraduate students in Nepal's colleges. The idea of the book grew out of a realization of the need for a standard text in Business English curriculum that not only filled the pedagogical gap between theory and practice but also adequately reflected domestic professional realities and experiences. This book attempts to address these long-standing needs felt by students, teachers and practitioners.

The first chapter of the book focuses on the Grammar and Writing Mechanics -- the essential building blocks of English language. Chapter 2, Chapter 3 and Chapter 4 locate business communication within the broader field of communication, and examine, among others. Chapter 5 is about the skills required for business communicator. Chapter 6 continues with the theme of written messages, but messages conveyed to a broad audience through the mass media. Here we learn about the effective techniques of writing media stories, press releases and advertisements.

The case studies and review exercises included in each chapter for student engagement, comprehension and practice help to further enhance the application value of the book. Each chapter features the following elements:

- **Engagement and student interest:** To make learning fun, chapters include quotes related to the topic, warm up questions, relevant extracts and box items that often reflect domestic as well as international trends.
- **Comprehension and critical understanding:** Short questions, discussion questions, key points, key terms, thematic boxes, etc.
- **Practical skills:** Independent challenges that offer real-life application scenarios; planning and writing exercises, role plays, field visits, games, group work, new media and technology use, etc.

The book emphasizes learning by doing, and offers many tips and examples on how to achieve that. It encourages students to keep the local context in mind, to draw meanings from their own everyday life and the rapidly changing world of business and profession around them. It encourages students and their teachers to constantly challenge their own preconceptions and provides situations for self-reflection and self-expression.

I extend sincere thanks to a number of academic colleagues who supported me in the process of writing this book. I am thankful to many professionals for their help and support in the research process. I am grateful to publications, institutions and individual writers for their articles, photographs, documents and extracts I have used in some chapters as examples to illuminate certain business topics and issues. Any copyrighted materials will be removed from this book in its subsequent editions upon notification by the rightful copyright owner(s). My heartfelt appreciation also goes to Mr. Nabaraj Bajgain, Chairman of Buddha Publications for bringing out this much needed book.

There are bound to be errors in this book and they are the sole responsibility of the author. I welcome your comments and suggestions to help me further improve the book in its subsequent editions.

- Author