BOOK REVIEW: MARKET LEADER

Review by: Shagufta Khurram

Preamble
This review aims to shed light on a very famous book titled “Market Leader,” which is the coursebook for elementary business English. The text is full of practical and interesting knowledge for the faculty of Business English, but it is also an effective source of knowledge for the students learning business English, Marketing, and other courses related to the business field. It has evolved with the economic times and is one of the leading reiterates of business statistics providing an insight into the real world. The book manages incredible knowledge to enhance the conversation capabilities in English, which may also assist readers in a wide range of situations encountered in real-world business enterprises.

About the Authors of the Book
The book is written by three authors who have been serving in significant positions at London Metropolitan University. Below is the brief about each author:

1. **David Cotton**: David Cotton has over 35 years of experience in teaching and training. He has rendered his services in education as well as training in ELF, ESP and corporate English. David Cotton is the author of many other books such as Agenda, World of Business, International Business, etc.

2. **David Falvey**: David Falvey has 20 years of experience in teaching and has held managerial positions in Japan, the UK, and Hong Kong. He has also worked as a teacher trainer at British Council in Tokyo. Currently, he has been serving as the head of the English Language Center.

3. **Simon Kent**: This academician has 15 years of teaching experience. He teaches Business English as well as general English. He designs different courses of related subjects at the Metropolitan University London.

Originality/ Value of the Book

a) **Map of the Book**: The Book is mapped in a way that it is divided into twelve units with different titles. The readers find a revision unit after every three units termed Revision Unit A, Revision Unit B, Revision Unit C and Revision Unit D.

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b) **Starting Up:** The Book has numerous activities to warm up the reader. This section is full of interesting activities for exchanging ideas and thoughts. Through these in-class activities, different skills of the students could be enhanced. The activities are related not only to Business English but also emphasize the general knowledge of activity doers and readers.

c) **Vocabulary:** McCarthy (1990), in his book “Vocabulary,” asserted that vocabulary plays a vital role in any communication. He stated that even though the person is well-versed and uses error-free grammar, he cannot make any effective communication if he does not have the collection of words. Intensive or wealthy vocabulary commands call for giving college students each definition and contextual facts and presenting them with the possibilities of the method. This fact is deeply rooted in distinctive approaches that require creativity and reference to their current knowledge (Vocabulary & Like, 2005). This book, Market Leader, is hence a precious source for learning different vocabulary used in business communication. Many new words and phrases of corporate English are part of its vocabulary treasure.

d) **Discussions:** To prepare the students to keep pace with the commercial enterprise world, it's essential to evolve and use the interactive discussions and dialogue way of life inside the classroom. Students learn to view ideas, problems, and case conditions from many one-of-a-kind perspectives. Not simplest does this method assist in increasing the above-cited skills; however, additionally, it aids in making sure extra balanced discussions, more empathy and improved cooperation (Geissler, Edison, & Wayland, 2012). Numerous activities of discussion are there in the book Market Leader to boost the speaker's confidence. By performing these discussion activities, one can exchange practical knowledge and learn more and more. Such activities help the person to communicate in a range of business situations.

e) **Reading:** Reading is an essential ability for the instructional fulfillment of a learner. It develops thoughts, and it is a far necessary characteristic in today’s society. Reading is vital in growing an awesome self-mage. It is a good-sized functionality that empowers learners to get admission for information and communication. It is a lifelong ability to use all through life. Reading is a part of the getting to know manners through which we realize approximately the world. For a learner, studying talents is crucial to fare appropriately in regular assessments and advantage to knowing how to deal with inside the prescribed area of knowledge. Despite its importance, studying is one of the maximum complex regions to
be learned using a learner and taught with the support of a teacher. Reading needs a unique pattern to go through the text with the motive of studying. Reading can make you a good author and speaker. Reading competencies can take you a step in advance and assist you in obtaining your targets via customizing the way you read. If you select the fanciful reading skill, it will help you acquire your life goals. Reading dependency is intrinsically linked to expert success, as it opens up the thinking to new experiences and affords new avenues of knowledge (Iruvuri, 2020). A Reader can revel in a range of adopted articles from unique newspapers and can enhance reading competencies through these articles in the book Market Leader. One can additionally learn the ideal vocabulary of the business world by reading this book.

**Listening:** For genuinely positive communication, people in the corporate systems have to enhance their listening capabilities to make sure they thoroughly recognize the entire content of the message. Proper listening helps to find out your interests' field, hold close and apprehend the matter/content. It opens an individual’s thinking to accept new thoughts and information. It helps to rephrase and summarize the speaker's ideas. The capability to apprehend and provide a response effectively in verbal communication is regarded as listening. The effectiveness of listening always relies upon the interrelationships between the sender and the receiver of the message in the corporate environment, simultaneously acquiring need-based facts to function their jobs successfully. The implausible relationships with others and job effectiveness generally rely on the listening capacity of a man or a woman concerned. Lack of listening capability at all the tiers in the company leads to workplace problems. To grow to be an exact listener, one desires to exercise and accumulate unique abilities so that the essential facts dispatched via the speaker are acquired adequately with the aid of the lively listener. A lot of awareness, association and willpower are required to be an enthusiastic listener. Thus listening, amongst others, is one of the most critical abilities one needs to have. Many human beings have awful listening habits and subsequently want to put a lot of effort into wrecking these habits to be superb at work. This exhibits that enchantment in place of job productiveness is viable by creating lively listening and higher conversation at all levels (Rane, 2011).

**Language Review:** It is imperative to have a language review for the activities to enhance communication skills. The book Market Leader has focused on the issues of standard elementary level. By learning through this book, one could be accurate in using language. Each unit of this book provides two boxes for review of the language to highlight the key grammar items.
f) **Skills:** It is extensively traditional that in the corporate world and enterprises, educators perceive communication abilities as notably treasured by personnel and groups alike. In business organizations, several sources have focused the communication skills as imperative to career success and a good-sized contributor to organizational success (Conrad & Newberry, 2012). The book provides many activities for the grooming of communication skills. Reader can polish their communication skills by exercising in different activities present in the book. This book focuses on the skills of making presentations, participating in activities of having meetings, preparing presentations and many other exercises are the central part of the book for grooming the communication skills.

g) **Case Study:** Communication Skills are commanding for the success of marketing situations. “Assurance of Learning” will reshape how business faculties have to explicitly specify mastering dreams and record how verbal exchange capabilities and desires are being completed (Young & Murphy, 2003). In such situations, case studies provide a path for the readers to enhance their abilities in this competitive era. Market Leader offers different case studies in each unit linked with business circumstances. These case studies cover the realistic situations of the market. The book is beneficial in using the language and communication skills that are developed while working in different acidities of each unit. Each and every case study ends with the writing of a task related to a business condition or situation.

**CONCLUSION**

The author of the very famous novel “The Old Man and the Sea,” Ernest Hemingway, has expressed that “There is no friend as loyal as the book.” There is no doubt that a book is a perfect and precious friend of a reader. Books play an essential role in every reader’s life. Books introduce a world of imagination; they equip the reader with knowledge of the outside world. Books always enhance learners’ reading, writing, speaking, and listening skills and improve their memory and intelligence. The implication of books in our life cannot be undermined at all. Books are packed with knowledge, they give us life coursework, and they teach us about firmness, love, fear, and every little thing that is a part of life. Books have been followed for centuries and contain the knowledge of society's past, present, and future.
The book Market Leader is one of the best books to enhance the communication skills of a learner. It prepares a learner for the best delivery in the world of business. The scope of the book is widely spread at the international level. This book is handy for business communication students, teachers of the same field, and people who deal with the various market strategies. The Market Leader covers the articles related to successful market leaders such as Phil Knight (Founder and CEO of Nike, a famous sports company), Michael Dell (Chairman of Dell Computer Corporation), and some others. Market Leader covers the articles related to all essential aspects of life in its 12 units. This includes introductions, work and leisure, problems in communication, travel, food and enterprises, sales, people, markets, companies, the web, cultures, jobs, and revision units. These chapters, articles, and exercises enhance a person’s capabilities to keep a strong and determined pace in the world of business markets.
REFERENCES


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