The case studies that accompany each unit of Business Advantage have been carefully selected, meaning you will benefit from seeing how business is done across a wide range of different industry sectors, in organisations of all sizes (both profit and not-for-profit), and from all around the world.

Business Advantage contains a wealth of expert advice from global business leaders, thinkers and specialists, and uses content taken from a corpus of business language as well as vocabulary from real meetings in real companies. This ensures that you benefit from learning the skills and the language that reflect the reality of working in business.

Thanks to the innovative Theory-Practice-Skills approach and the substantial input into the lessons and activities from the world of business, success starts with Business Advantage.