Negocio a la vista: Reportajes con actividades para cursos de español de los negocios. Pablo Bonell, Marisa de Prada, Carlos Schmidt, and Ana Señor.

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One of the main goals of *Negocio a la vista* is to provide intermediate-advanced level students a tool with which to learn listening and comprehension skills, specialized vocabulary, and economic concepts for business Spanish from a cultural perspective. The book is organized around a 65-minute DVD that includes nine videos about different companies in Spain and that has the great advantage of being compatible with both the US and Spanish video systems. The company descriptions look very professional because they have been taken, in many cases, from the company’s own public relations department or from Spanish television. Because of the existence of this high-quality video, the text can be used in courses such as International Business, Conversation and Composition, Hispanic Culture, and advanced levels of Spanish for Business.

The book is divided into an introduction followed by nine units. Each unit consists of the video programs dealing with the different companies (about five to nine minutes each), followed by a transcription of the audio in the text, answers to most of the questions, and finally a glossary in Spanish with the different companies (do not consist of the video programs dealing with the different companies). Each unit consists of the video programs dealing with the different companies (about five to nine minutes each), followed by a transcription of the audio in the text, answers to most of the questions, and finally a glossary in Spanish with space for the students to fill in the appropriate word in their own language. The subjects of the nine videos are Spanish companies (such as Friexenet, Arteoliva, and Artesanos Camiseros) as well as multinational and foreign companies (such as Nestle and Jamaica Coffee Shop, located in Spain). The company descriptions look very professional because they have been taken, in many cases, from the company's own public relations department or from Spanish television. Because of the existence of this high-quality video, the text can be used in courses such as International Business, Conversation and Composition, Hispanic Culture, and advanced levels of Spanish for Business.

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Each unit is subdivided into three sections: Actividad previa, Visionado del reportaje completo, and Actividades. Actividad previa offers general questions about the kind of market in which the students place the company they are going to observe. Visionado del reportaje completo includes questions about general comprehension of the video segment through true and false, multiple choice and essay-type questions. Actividades offers debate topics and other activities for students to carry out in groups or by themselves. Actividad previa, in my opinion, is the weakest part of the text, since it assumes knowledge of business subject matters and particular aspects of the business.
the Spanish business world that many teachers of Spanish for Business in the
United States may not have.

Of special interest are the intercultural activities provided in section 3
Actividades under 3.D entitled Interculturalidad and 3.E. Apuntes y curiosi-
dades culturales. Interculturalidad lists nine different aspects of Hispanic
culture, such as la confianza, el valor de la familia, el valor del tiempo, la
improvisación, los tópicos, la personalización, las relaciones personales, la
jerarquía, and respeto a la norma. It relates these to the nine different videos,
but not always with great success. Section 3.E., Apuntes y curiosidades, tries
to provide a different kind of cultural analysis, that of detailed information
about aspects of Spain that can be found in many earlier texts of Spanish for
business. Unhappily, this type of study of cultural aspects examines culture
only from the superficial aspects and does not analyze underlying factors.

Nevertheless, Negocio a la vista is a useful text to use in the classroom
because it provides visual enrichment and interviews with real company
managers that would not otherwise be available to students of International
Business or Spanish for Business. It is well worth the price.

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