

Recensiones

Guillén Nieto, V. and Williams, J. (2004): *Writing Strategies For Business Communication*. (Alicante: Aguacalra).

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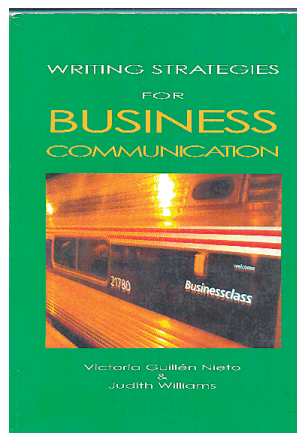
We should welcome the initiative of Dr. Guillén Nieto and Ms. Williams, as their *Writing Strategies for Business Communication* is a crucial step forward in the teaching of Business English. Focusing on the strategy principle which rules effective communication, the authors have devised a strategy-oriented book which covers the key writing skills that need to be developed for successful business communication.

Born out of a long experience in the teaching of English for specific purposes, *Writing Strategies for Business Communication* shows an innovative didactic approach which other Business English manuals lack. By explaining the general concepts and terminology involved in business transactions, the book fills a common gap in classical correspondence texts, and it provides a referential framework from which students, teachers and business people can initiate the learning process.

Writing Strategies for Business Communication is organised around twenty topics which focus on specific business transactions, such as *Making contact*, *Asking for a quotation* or *Requesting credit*. Each unit includes valuable information on the issue under discussion, which proves vital for students -and teachers- who are approaching Business English for the first time. The fact that the key concepts are translated into Spanish is an added bonus for the comprehension of Spanish students, who may use the book as a self-study guide.

Following the *Background Information* section, a wide range of documents (letters, invoices, memos, etc.) present students with authentic material where the written strategies under study are developed. The *Comprehension Questions* and the *Language Function* sections help to reinforce relevant stylistic and grammatical features in the letters. Students may then move on to practice the content and structures of each unit in the *Grammar Practice*, *Vocabulary Building* and *Cloze Texts* sections, which provide extensive drilling in a number of graded exercises.

In the final sections, *Writing Tasks* and *Company Simulation Task*, students are expected to put into practice the concepts and functions studied by writing their own letters. These can be either checked by the teacher or, more interestingly, sent to other groups of students, who may have formed their own company and so may reply to the incoming correspondence. This exercise is particularly enjoyable and successful in class, as it offers students the opportunity to interact in a realistic way amongst themselves.



The *Glossary* at the end of each unit together with the *Functional Index* at the end of the book are a quick and effective way to highlight the most important vocabulary and the structures explained. The *Answer Key* is of great help to students who may wish to use the handbook as a self-study guide.

As a conclusion, this interdisciplinary and thoroughly researched book fills a gap in the field of English for specific purposes, and will prove to be a very successful didactic tool for the teaching of Business English. All in all, an essential book which nobody, neither students nor scholars, should miss.