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Title : Market Leader (Banking and Finance)

Discussion : Reading

MARKET LEADER

Banking and Finance

Part 1 : Personal Banking

In this chapter are the units that is :

Unit 1 : describes how the of an internet that consumers can make the account and may be interested to see.

Open an account today

- A) Next time you are in a High Street Bank, look around you think how much it must cost to run – a prestige address, a nice office for the manager, lots of staff and glossy leaflets.
- B) First-e offers high interest on every pound you put in.

Unit 2 : Electronic Cash

Electronic cash help us in a transaction.

For example, Mondex is a electronic cash, stored securely in a smart card. For consumers, mondex offers all the convenience, control and flexibility of cash in the familiar form of a card.

Unit 3 : The One Account

It's all for one – and One for all

Most people will spend most of their life owing other people money. They can save money by consolidating their income. Savings and debts into a single bank account. The one account allows you to put your savings and borrowings together, keeping the cost of your borrowing to a minimum.

Part 2 : Corporate Banking

Unit 4 : Companies and their banks

This unit describes how the relationship of a company and their Bank.

Where the bank's proposed schedule of charges which will take effect to their corporate costumers, competitive market and the new changes will remain the same for 12 months.

Conclusion :

Market leader is an extensive new Business English course which brings the real world of international into the classroom. Developed in association with the Financial Time, it is offers the widest and most flexible range of materials for learners and teachers alike.

Key features of Market Leader :

- Authentic texts from financial time and other sources
- Up-to-date business topics and issues
- Comprehensive language and skill practice
- Highly motivating

Banking and Finance is one of a number of specialist s concentrated on reading skill and vocabulary development for students specializing in particular aspects of business.