

Introduction: Using this Book

WHO IS THIS BOOK FOR?

This book is for students of business administration in Saudi universities. It gives the students the essential language and terminologies of management, business and marketing. This book is also helpful to those working in jobs that prerequisite a background of management and marketing in English.

IF YOU ARE STUDYING FOR A CAREER IN MANAGEMENT OR MARKETING

The book will help you read and follow the meaning of the passages you read in Arabic. You will learn some of the terminologies of management and marketing and their definitions. The mini-dictionary will give the chance to look up their meanings in Arabic as well.

IF YOU ARE ALREADY WORKING IN MANAGEMENT OR MARKETING

The book gives you a variety of topics so you have the option either to go through the book on its present order to deal with the topics of your interest. The mini-dictionary and the translation provided of each passage will be of great help if you are working on your own.

THE MINI-DICTIONARY

The book includes a mini-dictionary at the back of the book. The dictionary contains about 1000 terms. The terminologies included in the dictionary are not confined to those mentioned in the book and thus giving the students a wealth of vocabulary relevant to their career.

Best of Luck