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Catalogue
2015 Highlights



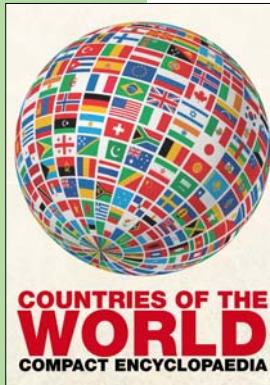
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REFERENCE

TEA

Encyclopedias

NEW



Countries of the World

**A contemporary illustrated overview of the
196 countries of the world**

Maailma riikide taskuentsüklopeedia.

Illustreeritud tänapäevane ülevaade maailma 196 riigist

“The Pocket Encyclopedia of World Countries” is a densely factual, abundantly illustrated short encyclopedia that provides an overview of the world’s 196 countries. It covers the population, territory, politics, symbols, geography, history, economy, culture and major sights of every country.

“The Pocket Encyclopedia of World Countries” is published by the editorial office of “TEA Encyclopedia” and is a first edition in a series of TEA pocket encyclopedias.

This work is intended for a wide range of users and makes contemporary information about every single country – the smallest as well as the largest – readily available at one’s home.

Illustrations include over 2500 photos, maps, diagrams and charts that make finding information quick and convenient and provide a good overview of the countries of the world.

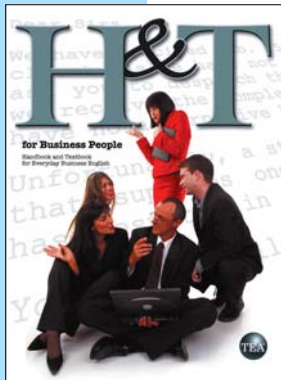
1. A table of main data
2. Symbols
3. Geography
 - relief
 - natural resources
 - climate
 - water bodies
 - flora
4. Population
 - peoples
 - religion
 - largest towns
5. Education and health care
6. Economy
 - Main branches and division of labour
 - Distribution of GDP
7. System of government
8. Armed forces
9. A chronology of historic events
10. Major sights
11. Interesting facts
12. A place among all 196 countries of the world

Tallinn, 2013, 600 pp., four-color printing, hardback,
ISBN 978-9949-24-188-0

TEA

RIGHTS AVAILABLE

EXCEPT FINLAND, LITHUANIA



H&T for Business People

Nora Toots, Dia Virkus

A completely up-to-date handbook and textbook of business English, containing topics ranging from company structure and office work to international marketing, finance, business travel and conferences.

Key features

- An excellent book for colleges, business schools and language courses.
- A quick reference source for top executives
- A handy tool for every office

Textbook

- relevant texts and dialogues
- well selected vocabulary
- exercises with the key

Audio-CD

- dialogues
- listening activities

CD-ROM

Examples of all types of corporate correspondence:

- letters
- CV
- memos
- orders
- invoices



Tallinn, 2006, 168 pp., 200x270, ISBN 978-9985-71-473-7.

TEA

English

Let's Start Business Nora Toots, Dia Virkus

The textbook and set of materials for students of English at a lower intermediate level. The authors have a wealth of experience of teaching English at secondary schools, universities and language schools and have developed a clear vision of the practical needs of intermediate level learners of business English. The material is absolutely up to date in terms of topics, vocabulary and tips on the business environment that students will encounter after graduating. This is also a good study aid for companies starting international business partnerships and a must for teachers of English at school level and conducting language courses in language schools.



Relevant topics, texts and dialogues
Useful exercises to train multiple skills
Audio texts and exercises on CD
Fun illustrations



Tallinn, 2008, 248 pp., 200x270, ISBN 978-9985-71-804-9.

1 External Factors

The further late of production and goods depends very much on the pricing of the goods. Pricing is a very difficult procedure in real-life situations. You have to consider very many aspects. If you do not act on them you can get into serious trouble.

According to the circumstances, you may have to price the same thing very differently depending on the place of production, customers, materials and finally different cultures and usage traditions.

The aspects you have to consider are:

The product itself and its cost. It means how much money was spent; how much labour and material you have used.

The customer need for your product. If the need is developed, you can set a higher price. If not, you have to be more modest, but you should not fix a price lower than the costs were. It is dangerous for the firm, it could be done only for a very short time as an introductory price to lure customers.

The demand. You have to be skilful and have a good instinct to find demand or create one. A good businessman knows how to create demand.

The market. A lot depends on the market and the niche that you manage to find. Presently it is very difficult to find the right market. Markets are full and your product must be something special to find an adequate market.

The competitors. You can never forget them, you always have to monitor them. They may strongly influence your price, usually by forcing you to lower it.

Geographical reasons. The same thing may be cheap in one place and very expensive in another place, depending on the raw material and transport costs. The farther the product is sold from the place where it is produced the higher the price.

Cultural reasons. In some countries they don't eat pork, so it is unwise to offer even the choicest ham there. The same applies to alcohol, as there are countries where religion does not allow drinks with even the smallest percentage of alcohol. Or to try to offer fur coats in equatorial countries.

Answer the questions below:

1. What do the prices in your country depend on?
2. What do the prices depend on in our local market?
3. What do our food prices depend on?
4. How are the prices of consumer goods influenced?
5. How much do seasons influence our food prices?
6. Why do we have big sales so often?
7. When do big sales usually take place?
8. Why do prices on some goods go up so fast?
9. Are there any goods that do not sell in our country?

UNIT
6
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VOCABULARY

practicality [praktilisus]	praktilisus
pricing	hinnakandmine, hinnapolitika
further late	edaspidine saatust
real-life situation	reaal-/tavalise elu olukord
according to circumstances	vastavalt olukoludele
price (v)	hinda määramine
modest	tagasihoidlik
for	määrama, kinnitama
introductory price	tutustushind, sissejuhataja hind
lure	peibutama, meelitama
skilful	osav, osavalt
instinct [instinkt]	vaist
niche [niš]	niš, kindel koht
adequate [adikvint]	sobiv, rahuldav
monitor	jälgima
the choicest	kinge parima kvaliteediga
consumer goods	tarbijakaup

2 Factors Under Your Control

The above-mentioned were factors that may influence your price from the outside, but there are factors that you yourself can determine.

When introducing a product on the market, introductory prices are used to attract the customer's attention and speed up the introduction. This kind of price lasts for only a short period.

Basic list price is the usual price of which the customers buy your product. It may fluctuate slightly depending on the market and some other factors.

You may use discounts on various occasions. They are reductions from list price, if you want to encourage repeat buying, which means that the customer would come again and buy from you, rather than go to the competitor.

The reduction of price may encourage the customer to buy in greater numbers or within a certain time limit. Very often you can see advertisements "50% reduction till the end of the month or while stock lasts".

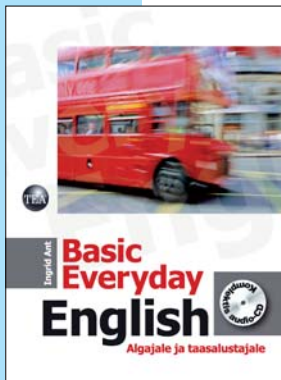
Answer the questions below:

1. What influences the prices in our country?
2. Do you usually rush to buy something at big sales?
3. How do people usually react to big sales?
4. Why cannot a company reduce the price of an item below its cost?
5. Do you think it is good when prices fluctuate too much? Why?

UNIT
6
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EXCEPT GERMANY AND GREAT BRITAIN





Basic Everyday English

Inglise keele õpik algajale ja taasalustajale

Ingrid Ant

Basic Everyday English is a textbook for adults studying English from the very beginning. Although most learning materials nowadays are interactive and full of audio-visual tasks and exercises, there are still many people who prefer to study a foreign language in a more traditional manner by reading, learning new words, and completing exercises at their own pace. This is a perfect textbook for them whether they choose to take a course with a teacher or to study alone.

Key features

- A well chosen basic vocabulary of British and American English
- Useful expressions, dialogues, texts and exercises with a key
- A clear and easy grammar section
- Focus on irregular verbs
- Audio-CD

Tallinn, 2007, 176 pp., 200x270, ISBN 978-9985-71-571-0.



Unit 7

Cooking and eating out -
toidu valmistamine ja väljas söömine



Ways of preparing and cooking food

toidu ettevalmistamise ja valmistamise viisid

WAYS OF PREPARING FOOD		ingredients	
mix	segama	ingredients	koostisained, (retseptis) toiduained
slice	viilutama	instructions	juhised, õpetus
peel	koorima	recipe	toiduresept
grate	riivima	WAYS OF COOKING FOOD	
chop	hakima	cook	keetma, küpsetama
mash	puhustama	boil	keetma
whip	vahustama	fry	praadima
beat*	klõppima	grill	grillima
knead	tainast sõtkuma	bake	küpsetama
melt	sulatama	roast	küpsetama (ahjus või lahisel tulel)
dice	kaubikuteks lõikama	stew	haudama
scramble	munarooma küpsetama	simmer	tasasel tulel keetma
drain	kurnama	steam	aurutama
fill	täitma	toast	rõstima
put*	panema, asetama		

COOKING MEAT

rare (red on the inside)	väheküpsetatud (seest punane)
medium-rare (a little red in the middle)	poolküps (seest natuke punane)
medium (pink in the middle)	poolküps (seest roosa)
well-done (totally cooked)	hästi läbiküpsetatud (läbiküps)

7.1 Cross out the odd word

- | | | | |
|-----------|------|-----------|--------|
| 1. boil | mix | grill | bake |
| 2. slice | chop | whip | toast |
| 3. mix | stew | beat | grate |
| 4. simmer | fry | peel | steam |
| 5. rare | cook | well-done | medium |

7.2 Look at the pictures and add the correct verb



1 grate



2



3



4



5



6

Cooking and eating out - toidu valmistamine ja väljas söömine

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English

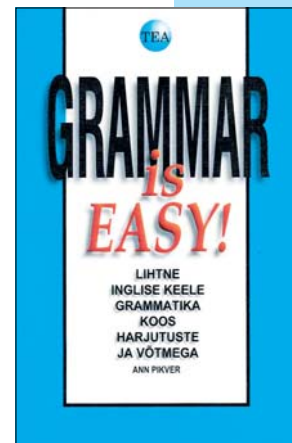
Grammar is Easy!

English Grammar Book with Exercises and Key
Ann Pikver

Key features

- Clear and concise explanations
- Well arranged tables and charts
- Exercises with key
- Covers all essential English grammar issues
- For group and independent study
- Suitable for beginners and lower-intermediate level students
- Approved by the Estonian, Latvian and Lithuanian Ministries of Education
- Database also available in English

BESTSELLER



Tallinn, 2006, 160 pp, 151x234, ISBN 978-9985-71-112-5

RIGHTS AVAILABLE

EXCEPT COREA, CHINA, EGYPT, FINLAND, LATVIA, LITHUANIA, RUSSIA

English Language Tests

Valmar Kokkoto

Key features

- 45 exercises with a 30 minute time limit
- Fluency practice, vocabulary drills, grammar comprehension and general knowledge
- Lower-intermediate level

Tallinn, 2005, 16pp, 235x161, ISBN 978-9985-71-418-8.



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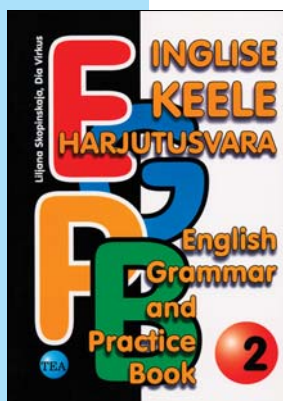


English Grammar and Practice Books I and II

L. Skopinskaja, D. Virkus

For comprehensive school learners (Book I) and upper secondary school learners (Book II) as well as for self study to practice grammar and vocabulary and improve monolingual / bilingual English dictionary usage skills.

- Exercises with key
- Helpful explanations and activities for relevant grammar items
- Word-building vocabulary exercises and sections on commonly confused words
- How to make the best use of dictionaries



English Grammar and Practice Book I

Liliana Skopinskaja, Dia Virkus

Tallinn, 2004, 144 pp., 235x161, ISBN 978-9985-71-402-7

English Grammar and Practice Book II

Liliana Skopinskaja,

Tallinn, 2004, 240 pp., 235x161, ISBN 978-9985-71-403-4