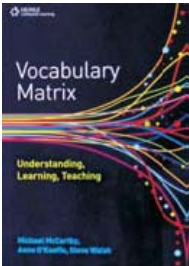


The introduction of interactive student books is an example of how publishing is changing. But the world of publishing itself is constantly changing as companies acquire other companies or are themselves acquired. In a recent press release, it was announced that “Cengage Learning, one of the world’s leading providers of print and digital information services for the educational and library reference markets, has completed the acquisition of Marshall Cavendish’s ELT business. The acquired assets will be integrated with Cengage Learning’s Heinle ELT business in their EMEA publishing group.” If you find that all a bit confusing then maybe you should get hold of a book that Heinle ELT has just published:



Vocabulary Matrix: Understanding, Learning, Teaching by Michael McCarthy, Anne O’Keeffe and Steven Walsh.

This book is a guide to the methodology of vocabulary instruction for all language teachers, but particularly teachers who are just starting out. Supported by corpus-based evidence and real classroom data, the book explores what words mean, how they relate to other words and how they function in different ways within society. In the introduction to the books, the authors explain the importance of understanding words: “As teachers, words are our medium and they are our message. Even at the most elementary level of teaching, words are our starting point. Therefore, it is fundamentally important to stop and think about what words are, what they mean, how they relate to other words and how they function in different ways in society.”

The book has 10 chapters, among them “Collocations”, “The grammar of words”, “Idioms”, “Words in text and discourse” and “Words in the mind”. Each chapter is divided into three parts: (A) What do we know about this? (B) What are the problems for learners? and (C) How do we teach it? At the end of each chapter there’s a 10-question review section. Review commentaries and an answer key help with self-study and review.

Heinle ELT is rapidly making a name for itself in the world of English language teaching so we wish everyone there and at Marshall Cavendish ELT much success in the future.