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## NATHAN 209501930X

# NATHAN Managing and Animating Commercial Space Textbook (2023 Edition) - User Manual

Model: 209501930X

## INTRODUCTION

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This manual provides comprehensive instructions for utilizing the NATHAN textbook, "Managing and Animating Commercial Space - Option A," designed for students in the 1st and Final Year of the Professional Baccalaureate in Commerce and Sales. This resource aligns with the official curriculum and covers competencies for Block 4, Option A (Animation and Management of Commercial Space). It is available as a physical book with a digital i-Manuel license or as a 100% digital i-Manuel.

The book integrates various learning tools, including self-assessment, practical advice, project management features, and digital resources accessible via QR codes, audio summaries, and interactive quizzes.

## SETUP: ACTIVATING YOUR I-MANUEL DIGITAL LICENSE

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For the printed version of this textbook, a complementary i-Manuel 2.0 digital license is included. This license enables students to engage with activities on a computer or tablet. If the book is prescribed for an entire class (minimum 20 students), the activation of the student license is at the teacher's discretion.

To activate your digital license:

1. Locate the unique activation code provided with your physical textbook.
2. Visit the official NATHAN i-Manuel platform (specific URL usually provided with the code or in the book's introductory pages).
3. Follow the on-screen instructions to create an account or log in.
4. Enter your activation code when prompted to gain access to the digital resources.
5. Ensure your device meets the minimum system requirements for the i-Manuel 2.0 platform for optimal performance.

## OPERATING: USING THE BOOK AND DIGITAL RESOURCES

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This textbook is structured to facilitate active learning and skill development. Each chapter or "dossier" is designed with a clear progression from discovery to application.

## General Structure of a Dossier:

- **Opening Video:** Each dossier begins with an introductory video to provide an initial overview of the theme.
- **Activities as Missions:** Engage in activities presented as missions, set in real or realistic companies across various sectors (tourism, commerce, personal services, transport, banking, etc.). Instructions are provided through dialogues, emails, written, or oral messages to apply competencies and concepts.
- **Active Synthesis:** A synthesis section adapted for various memorization styles, including diagrams, audio, and text.
- **Progressive Applications:** Exercises designed to reinforce competencies in new contexts.

## Key Features and Resources:

The image shows a digital interface with a purple header labeled 'RESSOURCES'. Below it is a 'VIDEOS' section with a list of 23 items, each with a title, a URL, and a page number. Below the video list are two boxes: 'AUTRES RESSOURCES' and 'PICTOGRAMMES'. The 'AUTRES RESSOURCES' box contains icons for QR codes, mobile phone, and a synthesis icon, with text explaining their use. The 'PICTOGRAMMES' box contains icons for difficulty level (stars), competencies (Pix), oral simulation (speech bubble), and exam preparation (exam paper), with text explaining their use.

Titre	URL	Page
• JoualClub, à l'approche de Noël	lenmathan.fr/14f3h	25
• À table - Nivern	lenmathan.fr/0wvck	37
• Mes magasins bio L'Eau Vive	lenmathan.fr/0y3geF	39
• Agréer/Agréuse	lenmathan.fr/w03e1	53
• Découvrir la moutarde Française	lenmathan.fr/cy0k3w	57
• Ce que cache le prix (prix) élevé des parfums	lenmathan.fr/vgab01	89
• Un drone qui révolutionne l'inventaire	lenmathan.fr/0em01	103
• Zalando propose aux internautes d'essayer avant de payer	lenmathan.fr/5033u	117
• Page d'accueil Steam	lenmathan.fr/vq39k	130
• Kiabi - Les magasins nouveau concept	lenmathan.fr/9em04	143
• Découvrir Coffia	lenmathan.fr/7c04n	161
• Les secrets du marketing sensoriel	lenmathan.fr/5em7	164
• Le supermarché du futur	lenmathan.fr/77g0p	174
• Présentation de l'enseigne Nature & Découvertes	lenmathan.fr/8e04d	175
• Comment faire une fiche produit qui vend (beaucoup) ?	lenmathan.fr/e811gq	182
• Découvrir Cultura	lenmathan.fr/7i7d6	191
• Découvrir King Jouet Groupe	lenmathan.fr/27uud	207
• Chocolat Lindt - Dore Lindt	lenmathan.fr/55hp2h	218
• Renforcer sa visibilité grâce aux réseaux sociaux	lenmathan.fr/37b7vz	223
• Recyclage (retargeting) ou remarketing, comment ça marche ?	lenmathan.fr/246e1d	238

**AUTRES RESSOURCES**  
Accessibles via QR Codes

- Cette rubrique propose des activités bonus pour favoriser l'animation de la classe (jeux de rôles, quiz, etc.)
- Cette rubrique propose des questions supplémentaires en lien avec le programme d'Économie-Droit.
- Une synthèse audio à la fin de chaque dossier permet de mémoriser autrement.
- Un quiz en ligne permet de se tester sur les savoirs et compétences vus dans chaque dossier.

**PICTOGRAMMES**

- Niveau de difficulté de l'application.
- Compétences Pix mobilisées.
- Question qui fait appel à une simulation orale.
- Conseils pour préparer l'épreuve écrite.

Image: Overview of the "Resources" section, detailing various digital and supplementary materials available to students.

## Digital Resources (Accessible via QR Codes):

- **Bonus Activities ("À vous de jouer"):** These activities, such as role-playing games and quizzes, are designed to animate classroom sessions and foster engagement.
- **Co-intervention Sequences:** Specific sequences linking French and Mathematics content to the commercial context.
- **Economy-Law Connections:** Additional questions that connect the textbook's content with the Economy-Law curriculum.
- **Audio Summaries:** Audio versions of key syntheses to aid memorization.
- **Interactive Quizzes:** Online quizzes to test knowledge and competencies acquired in each dossier.

## Pictograms Guide:

- **Difficulty Level:** Indicated by stars (e.g., \*\* for moderate difficulty).
- **Pix Competencies:** Icons indicating activities that mobilize Pix digital skills.
- **Oral Simulation:** Icon for questions requiring an oral simulation.
- **Exam Preparation Tips:** Icons indicating advice for preparing for written exams.

## New in This Edition:

- **Self-Assessment Grid:** A grid to be filled progressively, allowing students to track their progress.
- **"Tips and Tools" Dossier:** Available at the beginning of the book for 1st/Final Year students, covering topics like creating a LinkedIn profile or drafting a motivated training project on Parcoursup.
- **Project Logbook:** A logbook for creating, tracking, and presenting projects (e.g., masterworks) using digital tools.
- **Pix Competencies:** Missions and applications that call upon Pix competencies are clearly marked.

## Scenarios and Exam Preparation:

- **Scenarios:** These allow for cross-referencing competencies and active group work, utilizing computer support and oral presentations.
- **Exam Preparation:** Two case studies are included to prepare for the written E2 exam. Each provides advice on understanding instructions to compensate for the absence of appendices in exam subjects.

## MAINTENANCE AND UPDATES

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To ensure continued access to the latest digital resources and functionalities of your i-Manuel license, regularly check the NATHAN i-Manuel platform for updates. Digital content, including audio summaries and interactive quizzes, may be periodically updated or expanded.

- **Platform Updates:** Ensure your browser or i-Manuel application is up-to-date.
- **Content Refresh:** Digital resources are subject to updates. Access the platform regularly to benefit from the latest versions.

## TROUBLESHOOTING DIGITAL ACCESS

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If you encounter issues accessing your i-Manuel digital license or its resources, consider the following troubleshooting steps:

- **Invalid Activation Code:** Double-check the code for any typos. Ensure it has not been previously activated.
- **Login Issues:** Verify your username and password. Use the "Forgot Password" option if necessary.
- **Browser Compatibility:** Ensure you are using a supported web browser (e.g., Chrome, Firefox, Edge) and that it is updated to the latest version.
- **Internet Connection:** A stable internet connection is required to access online resources.
- **Clear Cache/Cookies:** Clearing your browser's cache and cookies can resolve display or access issues.
- **Contact Support:** If problems persist, contact NATHAN's technical support for i-Manuel. Contact details are typically found on the i-Manuel platform or NATHAN's official website.

## SPECIFICATIONS

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<b>Publisher</b>	NATHAN
<b>Publication Date</b>	April 3, 2023
<b>Edition</b>	Student
<b>Language</b>	French
<b>Print Length</b>	272 pages
<b>ISBN-10</b>	209501930X

<b>ISBN-13</b>	978-2095019303
<b>Item Weight</b>	1.39 pounds
<b>Reading Age</b>	13 - 18 years
<b>Dimensions</b>	8.54 x 0.67 x 11.77 inches

## SUPPORT

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For further assistance or inquiries regarding the NATHAN "Managing and Animating Commercial Space" textbook or its associated i-Manuel digital license, please refer to the following:

- **NATHAN Official Website:** Visit the publisher's website for general information, FAQs, and contact details.
- **i-Manuel Platform Help Section:** The digital platform typically includes a dedicated help or support section with guides and troubleshooting tips.
- **Educational Institution:** For academic-related questions or issues with class-wide license activation, consult your teacher or school administration.