

# BUSINESS SPOTLIGHT 2011

An overview of our main stories from the past year



## WORKING WORLD

**MY WORKING LIFE** ■ Darren Cullen, owner of Graffiti Kings, London 1/11 ■ Grace Wall, singing waitress, New York 2/11 ■ Forest Rothchild, golf-ball diver, Massachusetts 3/11 ■ Laurie Marker, manager of a cheetah park 4/11 ■ John Goulet, bush pilot, Canada 5/11 ■ Mark Grima, carpenter 6/11

## TESTS/LANGUAGE FEATURES

Business English training 1/11 ■ Sales and purchasing (test) 2/11 ■ Idiomatic language (test) 3/11 ■ Office vocabulary (test) 4/11 ■ Polite emails (test) 5/11 ■ False friends (test) 6/11

## GLOBAL BUSINESS

**FEATURES** ■ Immigration: Europe learning from Canada 1/11 ■ Profile: Christine Lagarde 3/11 ■ Pet-care industry 4/11 ■ Scottish independence 5/11 ■ Collaborative consumption 6/11

**HEAD-TO-HEAD** ■ Banning plastic water bottles 1/11 ■ Should firms allow duvet days? 2/11 ■ Should Germany drop the euro? 3/11 ■ Are speculators to blame for high food prices? 4/11 ■ Would you risk taking a sabbatical? 5/11 ■ Does media concentration threaten press freedom? 6/11

## 2001-2011

**10TH-ANNIVERSARY SPECIAL** ■ Key business events ■ The *Business Spotlight* team 2/11

## INTERCULTURAL COMMUNICATION

**FEATURES** ■ The Netherlands 1/11 ■ Social networks 2/11 ■ Working with Canadians 3/11 ■ Human resources 4/11 ■ Working with Czechs 5/11 ■ Culture shock 6/11

**DIALOGUE** ■ Online and offline shops 1/11 ■ Preparing children for careers 2/11 ■ Expats 3/11 ■ Winemakers 4/11 ■ Helping young prisoners 5/11 ■ Town mayors 6/11

**THE VIEW FROM HERE** ■ Hospitals in Greece 1/11 ■ Zimbabwe, a nation on its knees 2/11 ■ Shaping EU public policy, Lithuania 3/11 ■ Being a woman in Saudi Arabia 4/11 ■ Ireland in a social-media game 5/11 ■ Economic troubles in California 6/11

## BUSINESS SKILLS

**FEATURES** ■ Trust 1/11 ■ Meetings 2/11 ■ Selling ideas 3/11 ■ Gossip 4/11 ■ Matrix structures 5/11 ■ Better communication 6/11

**ON THE LINE** ■ Controlling a call 1/11 ■ Key telephone techniques 2/11 ■ Planning a sales call 4/11 ■ Effective listening 5/11 ■ Phone a friend 6/11

**SAFETY IN STYLE** ■ Making appointments 1/11 ■ Hobbies and interests 2/11 ■ Talking about your family 3/11 ■ Working conditions 5/11 ■ Talking about geographical places 6/11

**THE WRITE WAY** ■ Writing agendas 2/11 ■ Hyphens and splits 3/11 ■ UK and US spelling (1) 4/11 ■ UK and US spelling (2) 5/11

**MEETING POINT** ■ Women in meetings 1/11 ■ Structuring negotiations 3/11 ■ Seating arrangements 4/11 ■ The five Ps of participation 5/11 ■ Asking questions 6/11

## CAREERS

**FEATURES** ■ Apprenticeships 1/11 ■ Internships 2/11 ■ Appraisals 3/11 ■ 360° feedback 4/11 ■ Personal organization 5/11 ■ Office personalities 6/11

**THE JOB DOCTOR** ■ How to keep your job 1/11 ■ Mentor magic 2/11 ■ Time-management tips 3/11 ■ Office romance 4/11 ■ Do you talk too much? 5/11 ■ Dealing with crappy co-workers 6/11

**MY WAY** ■ Anne Koark, life after insolvency 1/11 ■ Rick Seifert, journalist 2/11 ■ Merridy Eastman, actress 3/11 ■ Hilary Devey, logistics-firm owner 4/11 ■ Kate Williams, author and historian 5/11 ■ Luke Johnson, entrepreneur 6/11

## MANAGEMENT

**FEATURES** ■ Management terms (test) 1/11 ■ Desks of four managers 2/11 ■ Profile: Peter Franklin 3/11 ■ Japanese firm after tsunami 4/11 ■ Qualifications 5/11 ■ Older entrepreneurs 6/11

**WHAT I'VE LEARNED** ■ Tony Blair, former British prime minister 1/11 ■ Tony Hawk, professional skateboarder 2/11 ■ Rosabeth Moss Kanter, management expert 3/11 ■ Ozzy Osbourne, rock star 4/11 ■ Paul Allen, co-founder

## LANGUAGE

**VOCABULARY** ■ Newsagent 1/11 ■ Factory 2/11 ■ At the port 3/11 ■ First aid 4/11 ■ Recycling 5/11 ■ At the pub 6/11

**GRAMMAR** ■ "Must" and "have to" 1/11 ■ Verbs with two objects 2/11 ■ Reporting verbs 3/11 ■ Have something done 4/11 ■ "So" and "neither" 5/11 ■ All about "all" 6/11

**SHORT STORY** ■ The moustache 1/11 ■ Losing her mind 2/11 ■ Julie and me 3/11 ■ The great kitchen war 4/11 ■ The tip 5/11 ■ Side effects 6/11

**ENGLISH ON THE MOVE** ■ Reconnecting 1/11 ■ Finding your way 2/11 ■ Conference hotels 3/11 ■ Dealing with delays 4/11 ■ An English course 5/11 ■ Renting a flat 6/11

**ENGLISH FOR...** ■ Nursing 1/11 ■ Cabin crew 2/11 ■ US retail banking 3/11 ■ Funerals 4/11 ■ Temporary work 5/11 ■ Customs and excise 6/11

**FINANCIAL ENGLISH** ■ Banking on banks (1) 1/11 ■ Banking on banks (2) 2/11 ■ Payslips 3/11 ■ Short selling 4/11 ■ Public finances 5/11 ■ Stocks and flows 6/11

**AUTHENTIC ENGLISH** ■ Leading a meeting 1/11 ■ Service encounters 2/11 ■ Idioms at work 3/11 ■ Imaginary dialogues 4/11 ■ Small talk and relationships 5/11 ■ Evaluation and feedback 6/11

**LEGAL ENGLISH** ■ In the courtroom 1/11 ■ Forming contracts 2/11 ■ Common law 3/11 ■ Civil law 4/11 ■ Jurisdiction 5/11 ■ Environmental law 6/11

of Microsoft 5/11 ■ Shirley MacLaine, American movie and stage actress 6/11

**BUSINESS BASICS** ■ Collaborative innovation 1/11 ■ Supply chain management 2/11 ■ Scenario and contingency planning 3/11 ■ Price optimization models 4/11 ■ Total quality management 5/11 ■ Growth strategy tools 6/11

**EXECUTIVE EYE** ■ How to develop managers 1/11 ■ IT nerds 2/11 ■ Hyperactive firms 3/11 ■ Gender differences in leadership style 4/11 ■ Problems with personality tests 5/11 ■ Inspirational teachers 6/11

## TECHNOLOGY

**FEATURES** ■ Airships 1/11 ■ A new way to grow plants 2/11 ■ Invisible objects 3/11 ■ Sleep, coma and anaesthesia 4/11 ■ Home equipment 5/11 ■ Submarines 6/11

**LANGUAGE FOCUS** ■ Car steering 1/11

■ Diamonds 2/11 ■ Smartphones 3/11 ■ Fingerprinting 4/11 ■ Blockbusters and generics 5/11 ■ Home building and remodelling 6/11

**TECHNICALLY SPEAKING** ■ Looking to the future 1/11 ■ Healthy ageing 2/11 ■ Megacities 3/11 ■ IBM's Watson supercomputer 4/11 ■ Sir Martin Rees 5/11 ■ Increasing water stress 6/11

## SKILL UP!

- Your company 1/11
- Business travel 2/11
- All about cars 3/11
- Talking about food 4/11
- Describing trends 5/11
- Your health 6/11

These issues of *Business Spotlight* (including *Skill Up!*) can be ordered at the cover price of €12.80 plus postage and packing. To order, call +49 (0)89 856 8116 or send an email to [abo@spotlight-verlag.de](mailto:abo@spotlight-verlag.de). Please understand that we are not able to send individual articles, either as paper versions or electronically.

[www](http://www.business-spotlight.de/indexes) To download this index in PDF format, go to [www.business-spotlight.de/indexes](http://www.business-spotlight.de/indexes)