

# Business Spotlight 2006

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An overview of our main stories from the past year



## WORKING WORLD MY WORKING LIFE

■ **Guido Locher**, car repair shop owner, Auckland, New Zealand **1/06** ■ **Ken Ward**, customer-care assistant for London Underground, London **2/06** ■ **Roni Zulu**, tattoo artist, Los Angeles, California **3/06** ■ **Bheki Mthembu**, beggar, Johannesburg, South Africa **4/06** ■ **Chris Kelly**, lifeguard, Sunshine Coast, Australia **5/06** ■ **Edward Rowland**, Royal guard, England **6/06**

## TESTS

■ Socializing **1/06** ■ Business travel **2/06** ■ Meetings **3/06** ■ Marketing **4/06** ■ Business trends **5/06** ■ Reading skills **6/06**

## GLOBAL BUSINESS

### FEATURES

■ Disaster management **1/06** ■ Advertising **2/06** ■ Translation **3/06** ■ Soccer and the global economy **4/06** ■ Profile of Tetra Pak heiress Sigrid Rausing **5/06** ■ English as an official company language **6/06**

### HEAD-TO-HEAD

■ EU common agricultural policy **1/06** ■ CO<sub>2</sub> emissions **2/06** ■ Aids **3/06** ■ Minimum wages **4/06** ■ Paternity leave **5/06** ■ Mobile phones for kids **6/06**

### EUROVISION

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## INTERCULTURAL COMMUNICATION

### FEATURES

■ Working with Brazil **1/06** ■ Cultural stereotypes **2/06** ■ Working with China **3/06** ■ International meetings **4/06** ■ Negotiating with

Americans **5/06** ■ Managing cultural diversity **6/06**

### THE VIEW FROM HERE

■ Growth in India **1/06** ■ Riots in France **2/06** ■ Changing life in Poland **3/06** ■ Poverty in the UK **4/06** ■ Online shopping in Italy **5/06** ■ China's youth **6/06**

### DIALOGUE

■ Headhunters **1/06** ■ Chefs **2/06** ■ Conservation managers **3/06** ■ Trade-union leaders **4/06** ■ Tour guides **5/06** ■ Estate agents **6/06**

## BUSINESS SKILLS

### FEATURES

■ Audio conferencing **1/06** ■ Communication **2/06** ■ Project teams **3/06** ■ Rapport **4/06** ■ Presentations **5/06** ■ Influencing people **6/06**

### THE WRITE WAY

■ Out-of-office replies **1/06** ■ Incoterms **2/06** ■ Answering and forwarding e-mails **3/06** ■ Online job advertisements **4/06** ■ Invoices **5/06** ■ Presentation slides **6/06**

### SAY IT IN STYLE

■ Invitations **1/06** ■ Addressing people **2/06** ■ The weather **3/06** ■ Agreeing and disagreeing **4/06** ■ Holidays **5/06** ■ Workloads **6/06**

### ON THE LINE

■ Taking messages **1/06** ■ Showing empathy **2/06** ■ Being helpful **3/06** ■ Ten key phrases **4/06** ■ The first minute **5/06** ■ Transferring a call **6/06**

## MANAGEMENT

### FEATURES

■ Women in leadership **1/06** ■ Orit Gadish, head of Bain & Company management consultancy **2/06** ■ Sleeplessness could increase your creativity **3/06** ■ Starting your own business **4/06** ■ Stress management **5/06** ■ Alex Tew, creator of the Million Dollar Homepage **6/06**

## LANGUAGE AT WORK

### WORD WATCH

■ Date lines **1/06** ■ Flying high **2/06** ■ Seeking comfort **3/06** ■ Something for nothing **4/06** ■ Talk the talk **5/06** ■ Count me in **6/06**

### GRAMMAR AT WORK

■ Must / have to **1/06** ■ Either / neither **2/06** ■ Pronunciation **3/06** ■ The future **4/06** ■ Time prepositions **5/06** ■ Expressing frequency **6/06**

### TRICKY TRANSLATIONS

■ *Adresse*; school **1/06** ■ *Ziel*; consultant **2/06** ■ *beziehungsweise*; issue **3/06** ■ *knapp*; due **4/06** ■ *bitte*; stake **5/06** ■ *doch*; board **6/06**

### ENGLISH FOR...

■ Property **1/06** ■ Public relations **2/06** ■ Football **3/06** ■ Contracts **4/06** ■ Publishing **5/06** ■ Politics **6/06**

### AUTHENTIC ENGLISH

■ Guessing and hypothesizing **1/06** ■ Understanding instructions **2/06** ■ Small talk at meetings **3/06** ■ Informal negotiations **4/06** ■ Ending a meeting **5/06** ■ Talking about the past **6/06**

### ENGLISH ON THE MOVE

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## EXECUTIVE EYE

■ Control freaks **1/06** ■ Organizational psychologists **2/06** ■ Manager skills **3/06** ■ Networking **4/06** ■ Mistakes **5/06** ■ Coaching **6/06**

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■ Depreciation **1/06** ■ Hedge funds **2/06** ■ Balance of payments **3/06** ■ Productivity **4/06** ■ Investment **5/06** ■ Inflation **6/06**

## WHO WAS...?

■ George Cadbury **1/06** ■ Mary Parker Follett **2/06** ■ Konosuke Matsushita **3/06** ■ Will Keith Kellogg **4/06** ■ Ida M. Tarbell **5/06** ■ Malcolm McLean **6/06**

## TECHNOLOGY

### FEATURES

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■ Work-life balance **1/06** ■ Part-time work **2/06** ■ Jobs of the future **3/06** ■ Salary negotiations **4/06** ■ Networking **5/06** ■ Expert tips for job applications **6/06**

### MY WAY

■ Mary Renaud, Canadian online poker player **1/06** ■ Bulelwa Ndumase, South African banker **2/06** ■ Michael Bennett, UK schoolteacher **3/06** ■ Sy Shahid, US businessman **4/06** ■ Sonja Brandon, Hollywood casting agent **5/06** ■ Lenka Sedlackova, wine trader in London **6/06**

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