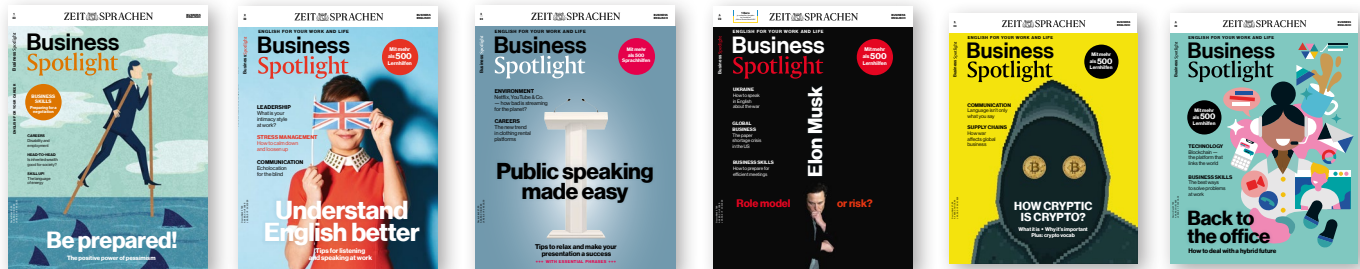


# BUSINESS SPOTLIGHT 2022

AN OVERVIEW OF OUR MAIN STORIES FROM THE PAST YEAR



## TRENDS

### THE BIG PICTURE

- Britain: Costume workshop of the Royal Shakespeare Company **1/22**
- Britain: Historic fishing boat Arctic Corsair **2/22**
- Indonesia: Motorcycle upcycle **3/22**
- United States: Tech block **5/22**
- United Arab Emirates: Must-see in Dubai **6/22**
- United Kingdom: The other London underground **7/22**
- United Kingdom: Top cat **9/22**
- Pakistan: Final voyage **10/22**
- United States: Life on a ranch in the American West **12/22**

### IN THE NEWS

- How to talk about the war **4/22**

### UNITED KINGDOM

- A new king on the throne **11/22**

### THE RIVALS

- New York City vs Sydney **1/22**
- Tiffany & Co. vs Cartier **2/22**
- 2022 Ford F-150 Lightning vs 2022 Rivian R1T **3/22**
- Apple Music vs Spotify **4/22**
- Tinder vs Bumble **5/22**
- Uber Eats vs DoorDash **6/22**
- AWS (Amazon) vs Azure (Microsoft) **7/22**
- BET365 vs DraftKings **8/22**
- OpenTable vs TheFork **9/22**
- Lime vs Tier **10/22**
- PayPal vs Stripe **11/22**
- Gmail vs Apple Mail **12/22**

### QUOTE

- Frances Haugen **1/22**
- Daniel Alarcón **2/22**
- Peter Drucker **3/22**
- Grace Hopper **4/22**
- Arthur C. Clarke **5/22**
- Fran Lebowitz **6/22**
- Kat Cole **7/22**
- Matt Haig **8/22**
- Daniela Rus **9/22**
- John Densmore **10/22**
- Dr Eliza Filby **11/22**
- Malcolm Gladwell **12/22**

### INNOVATION

- Scientific solutions **4/22**
- The ocean floor and air taxis **5/22**
- Space plants and 3D printing **6/22**
- A new building material and event cameras **7/22**
- Smart sensors and hydrogen balloons **8/22**
- Robotics and seasteading **9/22**
- Cosmetics and infrastructure **10/22**
- Renewable energy and 3D mapping **12/22**

### PROFILE

- Elon Musk: entrepreneur, innovator and visionary **4/22**
- Brian Chesky: Airbnb founder **5/22**
- Fawn Weaver: whiskey maker **5/22**
- Tori Dunlap: women's financial advisor **6/22**
- Lyonel Dougé: founder of TipSnaps **7/22**

- Holger Seim: founder of Blinkist **8/22**
- Sheryl Sandberg: tech industry executive **9/22**
- Jay Shetty: entrepreneur, podcaster **10/22**
- Melanie Perkins: entrepreneur, CEO of Canva **10/22**
- Gary Vaynerchuk: author and social media expert **11/22**
- Shonda Rhimes: TV producer and empire builder **11/22**
- Bradley Tusk: business consultant **12/22**

### GLOBAL BUSINESS

- Hydrogen's role in moving to carbon neutrality **1/22**
- The latest trends in stress management at work **2/22**
- Skimpflation and its negative effects on consumers and industry **3/22**
- How does the paper shortage affect US businesses? **4/22**
- How do war and sanctions affect global supply chains? **5/22**
- Design thinking - an approach to solving complex problems **7/22**
- How to have the perfect business lunch **8/22**
- The oligarchs and the effect on sanctions on their wealth **9/22**
- What happens to the package we send back? **10/22**
- The cost of international conferences **11/22**
- Philanthropy - why billionaires give it all away **12/22**



## WOMEN AT WORK

- New job opportunities for women in Chile **1/22**
- Childcare in a Ugandan market **2/22**
- Financial insecurity in the arts **3/22**
- Fighting conservatism in Turkey **4/22**

## HEAD-TO-HEAD

- Is inherited wealth good for society? **1/22**
- Can bosses be friends with their employees? **2/22**
- Do we need human cashiers? **3/22**
- Elon Musk: a role model or a risk? **4/22**
- Does AI promote equality? **5/22**
- Do we need pay transparency? **7/22**
- Should we introduce universal basic income? **9/22**
- Do we need meeting-free days? **10/22**
- Is unlimited vacation a good idea? **11/22**
- Should we continue to build nuclear power plants? **12/22**

## TECHNOLOGY/SCIENCE

- Are LGBTQIA+ scientists being recognized in their fields? **2/22**
- Is streaming harmful to the environment? **3/22**
- What is crypto? **5/22**
- Blockchain explained **6/22**
- Why is cybersecurity so important today? **7/22**
- The new superpower: quantum computing **10/22**

## START-UP

- A new app can improve your accent **4/22**
- Treeconomy – planting trees to offset carbon emission **9/22**
- The language of start-ups **10/22**
- Car tyres and road pollution **12/22**

## NATURE & ENVIRONMENT

- The growing trend in permaculture **1/22**
- Is streaming harmful to the environment? **3/22**
- The threat of coastal erosion for beach properties **7/22**

## WHAT IF

- What if people stopped buying newspapers? **10/22**

## OTHER FEATURES

- **INFLUENCER:** How Kara Harms turned her blog into a successful online business **4/22**
- **LIFESTYLE:** The coolest office gadgets **7/22**
- **SPACE EXPLORATION:** What will the new missions to the moon achieve? **9/22**
- **SPORT PAYMENTS:** Pay gaps in the world of sports **11/22**
- **WORK AND TRAVEL:** Japanese office train carriages **11/22**
- **LIFESTYLE:** The latest office gadgets **11/22**
- **FINANCE:** Personal and national debt and their effects on the economy **12/22**

## COMMUNICATION

### BUSINESS SKILLS

- Preparing to succeed **1/22**
- Understanding unclear speakers **2/22**
- Public speaking? No problem! **3/22**
- Preparing for successful meetings **4/22**
- It's not what you say... **5/22**
- How to solve problems at work **6/22**
- Give your brain a break **7/22**
- Getting someone to change their mind **8/22**
- How to write an email with bad news **9/22**

- How to make interesting conversation **10/22**
- How to deal with embarrassing situations **11/22**
- Navigating office politics **12/22**

## INTERCULTURAL BUSINESS

- Robert Gibson on building bridges between cultures **1/22**
- How a Mexican echolocation trainer is helping the blind **2/22**
- A French communications trainer in the Netherlands **3/22**
- Working at the British Chamber of Commerce in Spain **4/22**
- Working in China and Europe **5/22**
- A pilot and a flight attendant on aviation and cultural differences **6/22**
- Kerstin Ewelt of Quora talks about working in Silicon Valley **7/22**
- Reports from people living and working in exile **8/22**
- How the American Dream became reality for a Turkish immigrant **9/22**
- Camel riding in the UAE **11/22**

## AROUND THE WORLD

- Jamaica — country profile and a report on disabled professionals **6/22**
- India — country profile and the price of inflation in India **8/22**
- Lebanon - country profile and a report on the economic crisis **12/22**

## VOCABULARY

- The language of start-ups **10/22**

## BROADCASTING

- The BBC turns 100 - a look back **10/22**

## CAREERS

### MY BIGGEST FAILURE

- Josh Cramer on his career mistakes **5/22**
- A recruiter eventually makes the right career choice (Dandan Zhu) **6/22**
- What can happen when you don't listen to your customers (Chica Olayoole) **7/22**
- Follow your heart when choosing a career (Mataf Khan) **8/22**
- Learning from a failed job interview (David Pereira) **11/22**

### CAREER FEATURES

- **DISABILITY:** How to achieve greater inclusion in the workplace **1/22**
- **WOMEN:** Female empowerment begins by understanding women's cycles **2/22**
- **FASHION:** Sustainability - the new trend of renting rather than buying clothes **3/22**
- **NEW WORK:** The future lies in hybrid working **6/22**
- **ADVANCEMENT:** How to win on LinkedIn by creating your personal brand **8/22**
- **MY FIRST DAY:** An embarrassing situation can make you memorable **9/22**
- **WORKING LIFE:** The man who waits in line for the rich **10/22**
- **Income Potential:** Why is it so hard to earn more money than your parents? **10/22**
- **NEW WORK:** Is freelancing the future of work? **11/22**
- **WORKPLACE TREND:** Is quiet quitting healthy or a way out? **12/22**

### CAREER COACH

- Paying attention to your stakeholders **1/22**
- In-house promotions vs hiring from outside **2/22**
- How to gain respect as a young hire **3/22**
- Is narcissism always bad? **4/22**
- The right posture for a video call **5/22**
- Making the best of differences within a team **6/22**

- Discovering your strengths through resilience **7/22**
- Using humour for serious success at work **8/22**
- Strategies for making decisions within your team **9/22**
- How does brainwriting work? **10/22**
- What to do if you have no clue **11/22**
- How to get feedback right **12/22**

### LEADERSHIP

- The positive side of pessimism **1/22**
- Is there any place for intimacy within your team? **2/22**
- Tips for using your imagination to become a better leader **3/22**
- How to inspire loyalty in your team **4/22**
- How to manage emotions at work **5/22**

### WHO AM I?

- Arianna Huffington **1/22**
- Salman Rushdie **2/22**
- Whitney Wolfe Herd **3/22**
- Molly Bloom **4/22**
- Matthew Mullenweg **5/22**
- Val Garland **6/22**

### FREESTYLE

- Money quiz **7/22**
- Improve your productivity **8/22**
- My favourite after-work drink in... Hamburg **9/22**
- Ergonomics — the best way to sit at work **10/22**
- Quiz on famous bosses **11/22**
- Top tips for your job interview **12/22**

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## LANGUAGE

### ENGLISH FOR...

- In-company childcare **1/22**
- Money matters **2/22**
- At the hotel reception **3/22**
- An artist's studio **4/22**
- Humanitarian aid **5/22**
- A company canteen **6/22**
- A caravan trade fair **7/22**
- Freight matters **8/22**
- Quitting your job **9/22**
- Renting a flat **10/22**
- Trades today **11/22**
- Postal services **12/22**

### SKILL UP!

- Energy **1/22**
- Space **2/22**
- Manufacturing **3/22**
- Construction **4/22**
- Farming **5/22**
- Recruitment **6/22**
- Tourism **7/22**
- Banking **8/22**
- Insurance **9/22**
- The environment **10/22**
- Football **11/22**
- Hospitality **12/22**

### KEY WORDS – KEN'S CORNER

- Powerhouse **1/22**
- Know the store **2/22**
- Jump the gun **3/22**
- Bring someone on board **4/22**
- Side hustle **5/22**

### SHORT STORY

- Bubble-bursting **1/22**
- Appar8 **2/22**
- Arthur **3/22**
- B.I.G. **4/22**
- White hat, black hat **5/22**
- The rules of engagement **6/22**