

IN EIGENER SACHE

Liebe Hörerinnen, liebe Hörer,

die allgemeine Entwicklung der Kosten in den letzten Jahren ist auch an den Verlagen nicht vorübergegangen. Einen Teil dieser Mehrkosten müssen wir an unsere Hörer weitergeben. Der Preis von *Business Spotlight Audio* steigt ab der Ausgabe 5/2018 für das Jahresabonnement um 30 Cent pro Audio-CD (Preise für das Ausland sowie unser digitales Angebot finden Sie unter www.spotlight-verlag.de/faq/konditionen). Für bestehende Abonnements ändert sich zunächst nichts. Der neue Preis wird erst ab der nächsten Rechnungsstellung fällig. Diese moderate Erhöhung macht es uns möglich, Ihnen Ihr Sprachprodukt auch in Zukunft in der bekannten Qualität zu liefern. Vielen Dank für Ihr Verständnis.

Ihr Spotlight Verlag

INTRODUCTION | Track 1

David Ingram: Welcome to *Business Spotlight Audio* 5/2018. I'm David Ingram from England.

Erin Perry: And I'm Erin Perry from the United States. We're glad you could join us! In this recording, you can listen to articles and interviews from the world of business English. We also offer lots of exercises to help you to improve your language and communication skills.

David Ingram: In this recording, we focus on the topic of teamwork and how it should be organized. We also look at the language of business travel and have a special short story for you on the topic of curses at work.

Erin Perry: And for something completely different, in our Technology section, Eamonn Fitzgerald talks about the importance of intellectual property in business.

David Ingram: And, as always, you can find all the texts, dialogues and exercises in your audio booklet. OK, let's get started!

NAMES & NEWS

Introduction (I) | Track 2

Erin Perry: We'll begin with our Names & News section, with a story about crossing the Atlantic to America.

David Ingram: Yes, huge numbers of people did that in the past, right?

Erin Perry: True. That's why so many North Americans have ancestors who came from Europe. And for people who want to find out more about these ancestors, there's a special seven-day cruise taking place in November, from Southampton in England to New York City.

David Ingram: Hey, that sounds fabulous!

Erin Perry: Indeed. Anyway, as you listen to the story now, try to answer this question: What is the starting price per person for this special seven-day cruise? Ready? Listen now.

Sailing to America | Track 3 ADVANCED

Many people are interested in genealogy, and North Americans in particular seem fascinated — if not obsessed — with investigating their ancestry. Where did their ancestors come from? And how did they arrive in the New World?

In November, passengers will be given the chance to cross the Atlantic from Southampton to New York City on the Cunard cruise line's luxury liner the *Queen Mary 2*. Travelling with them on the specially named “A Journey of Genealogy” cruise will be four genealogists from *Ancestry.com*, the world's largest for-profit genealogy company.

“We think this is going to be one of our more popular experiences,” says Josh Leibowitz, senior vice president of Cunard North America. “It's so personal, and so meaningful for so many people. It was a natural fit for us,” Leibowitz told *The Globe and Mail* of the seven-day cruise, whose prices start at €1,640 per person.

Jon Lambert, director of client relations for *Ancestry.com*, says the company will not only be helping passengers flesh out their family trees, but will also provide extra services for selected customers.

“We'll select six crew members and six actual travellers and, prior to the cruise, we'll have all of them do DNA tests and submit a bit of background information about their family history,” Lambert says. “We'll do some research and each

day we'll do a reveal; we always find something interesting.”

Business Spotlight 5/2018, p. 8

Erin Perry: OK? Did you get the answer? What is the starting price per person for the special seven-day cruise from Southampton to New York City?

- ▶ The answer is €1,640 per person. Listen again.
- “‘It was a natural fit for us,’ Leibowitz told *The Globe and Mail* of the seven-day cruise, whose prices start at €1,640 per person.”

Erin Perry: If you didn't get the answer the first time, go back and listen to the text again.

Introduction (II) | Track 4

David Ingram: For our next story, we'll turn to an entrepreneur who's making money from scents.

ancestor	▶ Vorfahr(in)
ancestry	▶ Abstammung
cruise line	▶ Kreuzfahrtgesellschaft
family tree	▶ Stammbaum
flesh sth. out	▶ etw. ausarbeiten
genealogy	▶ Ahnenforschung

natural fit: be a ~ for sb.	▶ perfekt zu jmdm. passen
prior to	▶ vor
reveal	▶ Enthüllung
senior vice president	▶ etwaa: leitende(r) Direktor(in)
submit sth.	▶ etw. liefern

Erin Perry: You mean, like, common sense, David?

David Ingram: Very funny. No, not that kind of sense, Erin. We're talking about perfumes here and the company Bombay Perfumery, which was established by Manan Ghandi. And although his perfumes are produced in France, the scents themselves are very much Indian. Let's hear more.

The scent of home | Track 5 MEDIUM

An interest in perfume runs in Manan Gandhi's family. The 32-year-old's father traded in essential oils from Egypt, Indonesia and Turkey. Now, Manan Gandhi has established his own company, Bombay Perfumery.

Although the perfumes are made in Grasse, France, the scents are Indian. Among others, they include black pepper and chai, the traditional sweet tea flavoured with ginger and lemongrass. Gandhi describes the company's Chai Musk eau de parfum as very "out there", adding: "Maybe a lot of brands would have been like. 'No, we don't want anything to do with that'. But I was like, 'Yeah, let's go ahead — why don't we explore that direction?' So it was really fun for [the perfumers] because they had a chance to really go wild," he told *The New York Times*.

Gandhi plans to expand to European and American markets, but is currently selling his perfumes online and via Indian boutiques.

"When we were younger, there was this notion that all things luxury were better only if they were European, but now it's not the case," he explains. "Most young people now give home-grown brands a chance — as long as they ensure the quality is there."

Business Spotlight 5/2018, p. 9

BUSINESS SKILLS

Ken Taylor on teamwork

Introduction | Track 6

David Ingram: Erin, what's your take on teamwork? It seems to be very much in vogue at the moment. You can hardly pick up a business magazine without it telling you what a wonderful thing teamwork is.

Erin Perry: Do I detect a note of cynicism there, David? Had a bad experience, have we?

boutique ➤ kleiner Laden mit modischen Artikeln

brand ➤ Marke

ensure sth.

➤ etw. gewährleisten, für etw. sorgen

essential oil

➤ ätherisches Öl

flavoured: be ~ with sth.

➤ mit etw. aromatisiert sein

ginger ➤ Ingwer

go ahead ➤ hier: sich trauen

go wild ➤ hier: etwas Experimentelles wagen

homegrown

➤ einheimisch

like: be ~ ifml. ➤ hier: sagen

musk ➤ Moschus

notion ➤ Vorstellung

out there ifml.

➤ hier: ausgefallen

run: sth. ~s in the family

➤ etw. liegt in der Familie

scent ➤ Duft

David Ingram: No, not really, it's just that sometimes I prefer to get on and work on my own rather than having to discuss and decide everything in a team.

Erin Perry: Well, you're in luck, David, because Bob Dignen's latest Business Skills article is about precisely that — the relative merits of teamwork and individual work. And here's our communication skills expert, Ken Taylor, with some tips and exercises.

Exercise: Types of teams | Track 7 EASY

Ken Taylor: Hello. This is Ken Taylor from London. In his latest article for Business Spotlight, Bob Dignen looks at the topic of teamwork and suggests that there are two types of teams: the “we-teams” and the “I-teams”. Bob defines a “we-team” as a group of individuals who work very closely together, taking joint decisions and creating joint results. On the other hand, Bob defines an “I-team” as a collection of individuals working more in isolation but coordinated by a leader. In this exercise, you will hear a number of statements about teamwork. In the pause after each statement, decide which type of team is being described. Is it an “I-team” or a “we-team”? Ready? Let's begin with the first statement.

1. Pooled expertise during problem-solving leads to better decisions.

- ▶ This describes a “we-team”.
2. Roles and responsibilities should be clearly segmented.
 - ▶ This describes an “I-team”.
 3. Cross-departmental working overcomes the problems of “silosism”, in which each department works alone.
 - ▶ This is “we-team” thinking.
 4. Individual working promotes entrepreneurial, risk-taking and creative talents.
 - ▶ This is “I-team” thinking.
 5. Collective decision-making often takes longer to get to a decision.
 - ▶ This describes a disadvantage of the “we-team” approach and a potential advantage of an “I-team” approach.
 6. Interaction is more interesting and more motivating than working alone.
 - ▶ This is definitely “we-team” thinking.

approach

▶ Herangehensweise, Methode

cross-departmental

▶ abteilungsübergreifend

entrepreneurial

▶ unternehmerisch (denkend)

expertise ▶ Fachwissen

pooled

▶ gebündelt, konzentriert

segmented

▶ gegliedert, aufgeteilt

silosism ▶ etwa: isolierte Betrachtungs- und Vorgehensweise

7. Giving power to team leaders helps develop strong future leaders for the organization.
- This is “I-team” thinking, looking at the need to develop individual skills.
8. The sharing of insights can deliver more innovative solutions.
- “We-team” thinking.

Ken Taylor: Well done. In his article, Bob Dignen says that the “we-team” approach is the one most commonly advocated as the best approach to teamwork. But as he argues, there is a place for the “I-team”, too. For example, in the case of distance working, as there is evidence that remote teams work better if tasks are individualized, with a minimum need to exchange ideas. Think about your own team: How do you work together, more as an “I-team” or a “we-team”? And is your team’s approach the optimal one?

Exercise: Vocabulary | Track 8 MEDIUM

Ken Taylor: Now, let’s practise some of the language you need when describing teamwork. I’ll describe a situation. You will then hear two words or phrases, **a)** and **b)**. In the pause, you decide which of these two best fits my description. Then you will hear the answer and an example of the correct word or phrase used in a sentence. Good. Let’s begin.

- To make several things work together effectively. Is this...
 - a) to coordinate them?
 - b) to control them?
- a) is correct. To make several things work together effectively is to “co-ordinate” them. Listen to this example:
- We need someone to coordinate the whole sales campaign.
OK, next one.

- Someone who is trained or developed for a particular purpose. Is this person...
 - a) special?
 - b) specialized?
- b) is correct. Someone who is trained or developed for a particular purpose is “specialized”. Listen to this example:
- We need our staff to be specialized in customer care.
OK, next one.

- To help people to join a team or group. Is this...
 - a) to onboard them?
 - b) to board them up?
- a) is correct. To help people to join a team or group is to “onboard” them. Listen to this example:

customer care

➤ Kundenbetreuung

insight

➤ Erkenntnis

■ We need to onboard two new team members. OK, next one.

■ A special skill or knowledge that is acquired by training or practice. Is this...

a) expertise?

b) speciality?

➤ a) is correct. A special skill or knowledge that is acquired by training or practice is “expertise”. Listen to this example:

■ John showed his expertise by quickly repairing the laptop. OK, next one.

■ To make or produce something together. Is this...

a) to cooperate?

b) to co-create?

➤ b) is correct. To make or produce something together is to “co-create” it. Listen to this example:

■ The whole team worked together to co-create processes for managing team communication.

OK, next one.

■ Guidelines. Are these...

a) rules of law?

b) rules of engagement?

➤ b) is correct. In the context of teamwork, “guidelines” are rules of engagement for how

we should work together. Listen to this example:

■ The team discussed the need for guidelines for how they should work together. OK, last one.

■ A team of people who are working together from different locations or places. Is this...

a) a virtuous team?

b) a virtual team?

➤ b) is correct. A team of people who are working together from different locations or places is often called a “virtual team”. Listen to this example:

■ We have a virtual team with members in eight different countries.

Ken Taylor: Well done. All these words and phrases are very useful when you want to describe teams and teamwork. Practise them until you feel confident in using them.

Exercise: Dialogue | Track 9 **ADVANCED**

Ken Taylor: Now, listen to this short conversation between Sheila and her team leader, Geoff. Sheila has only recently joined Geoff’s team and he wants to know how things are going for her. You will hear several of the words and expressions we just practised.

engagement

➤ Einbindung; hier: Mitwirkung

virtuous

➤ tugendhaft

Geoff: It's not always easy joining a settled team like this one. You have to get used to the rules of engagement. So how's the first month been for you?

Sheila: So far so good. You've taken time to help onboard me. And I'm beginning to understand my role.

Geoff: Do you feel comfortable with your role now?

Sheila: Hmm, not totally. I'm still learning who is specialized in what.

Geoff: You and John have similar areas of expertise. Has that been a problem in knowing how you fit in?

Sheila: Not at all. John and I work very well together.

Geoff: We're quite a large virtual team. How do you find the videoconferences we run?

Sheila: I find a couple of people's English a bit difficult to understand. But otherwise, it's fine.

Geoff: Don't worry, I have the same problem. That's why I try to keep the conferences short and to the point. Coordinating the work of remote teams is not always easy.

Sheila: True, but I like the way you get us to co-create work processes and communication networks. I just need a bit more time to get fully integrated into the team.

Ken Taylor: OK. Now listen and repeat the sentences with the key words and expressions we

learned previously. Try to match the speaker's pronunciation and intonation.

Geoff: You have to get used to the rules of engagement. ➤

Sheila: You've taken time to help onboard me. ➤

Sheila: I'm still learning who is specialized in what. ➤

Geoff: You and John have similar areas of expertise. ➤

Geoff: We're quite a large virtual team. ➤

Geoff: Coordinating the work of remote teams is not always easy. ➤

Sheila: True, but I like the way you get us to co-create work processes and communication networks. ➤

Ken Taylor: Great! Well done. These words and phrases can help you when you need to discuss how your team should cooperate and work together. Getting an agreed understanding of the term "team" and an agreed approach to teamwork is the way forward. Take the time to discuss these issues and your teams can become more efficient and more effective.

Business Spotlight 5/2018, pp. 36-43

engagement

➤ Einbindung; hier: Mitwirkung

expertise

➤ Fachwissen

onboard sb.

➤ jmdn. eingliedern

remote ➤ standortfern

role ➤ hier: Funktion

PERSONAL TRAINER

Interview with Ken Taylor

Introduction | Track 10

David Ingram: We'll stay with Ken Taylor now and move on to the Personal Trainer section in *Business Spotlight*.

Erin Perry: Yes, this is the section in which Ken has a discussion with somebody from the business world about the challenges they face in using English at work. Here's Ken to tell us more about his latest interview partner.

Interview: Ken Taylor | Track 11 **EASY**

Erin Perry: Welcome, Ken. Tell us, who is your guest this time?

Ken Taylor: Dieter Walther is an experienced German management consultant who has done a lot of work with international teams.

Perry: And which topics did you discuss with Dieter?

Taylor: We discussed the role of the international team leader. And the different skill sets that such leaders need.

Perry: What were some of the key points that came out of your discussion?

Taylor: We talked about the need for a leader to have linguistic competence, cross-cultural sensitivity and social skills. We discussed aspects

of building a good team and building a good team culture. And we mentioned the idea of the leader as the team's coach. Anyway, you can read the full interview in the latest issue of *Business Spotlight*.

Perry: What can listeners do if they would like to ask you questions related to their work?

Taylor: All they need do is write to us, and the email address is: business.trainer@spotlight-verlag.de

Perry: Thank you very much, Ken.

Taylor: Thank you.

Business Spotlight 5/2018, pp. 44–45

SKILL UP!

The language of trade fairs

Introduction | Track 12

David Ingram: Let's "skill up" now on our language, with some terms relating to trade fairs.

Erin Perry: Yes, trade fairs are a good opportunity for companies to show their new products and services and for customers to see what is on the market. And there are a number of idiomatic expressions that can be used when talking about

consultant ➤ Berater(in)

issue ➤ Ausgabe

sensitivity ➤ Feingefühl

skill set

➤ Fähigkeiten

topic ➤ Thema

this area of business life. Let's practise some of them. OK?

Exercise: Trade fair idioms | Track 13 MEDIUM

Erin Perry: In this exercise, we'd like you to form some idioms. First, you'll hear an idiom and then two suggestions, **a)** and **b)**, for what it could mean. In the pause, choose the correct suggestion for the meaning of the idiom. Then you'll hear the right answer. OK? Let's get started.

1. If you "have pride of place", ...
 - a) you are proud to be sitting in the first row.
 - b) you have a privileged position or status.
 - ▶ **b)** is correct. If you "have pride of place", you have a privileged position — either literally, or in terms of status. OK, next one.
2. If you "save somebody's bacon", ...
 - a) you keep some food for someone who is arriving late to dinner.
 - b) you help someone who is in trouble to solve their problems.
 - ▶ **b)** is correct. If you "save somebody's bacon", you help them when they're in trouble. Next one.
3. If you "kick tyres", ...
 - a) you look at various products without a specific intent to buy anything.

b) you always buy the product that's on sale at the best price.

- ▶ **a)** is correct. If you "kick tyres", you spend time looking around at products — for example at a trade fair — to see what is on offer, but without really intending to buy anything. OK, here's the last one.
4. If you "go for the hard sell", ...
 - a) you pack the products you sell in hard boxes.
 - b) you use an aggressive sales strategy to sell a product.
 - ▶ **b)** is correct. If you "go for the hard sell", you try to sell products successfully in a very determined and forceful way.

Erin Perry: Did you get all those idioms right? If not, go back and practise them again.

Skill Up!, no. 50, pp. 18–19

FALSE FRIENDS

Exercise: Translation | Track 14 MEDIUM

David Ingram: Let's continue "skilling up" on our vocabulary. Here, we'll look at some false friends relating to trade fairs. False friends are pairs of words that sound similar in German

in terms of ▶ im Hinblick auf
literally ▶ im wörtlichen Sinn

trade fair ▶ Messe

and English. But their meanings are very different, so they can cause misunderstandings. Now, in this exercise, we'd like you to translate some German words and sentences into English, being careful to avoid the false friends. Let's begin.

Erin Perry: Our first word is used for a set of clothes that women wear. Please translate this word.

German: Kostüm

English: suit

David Ingram: Don't say "costume" here, as this describes the clothes that people put on to dress up, for example during carnival time. The English translation of the German word *Kostüm* is "suit". Translate this sentence now.

German: Dieses Kostüm ist fürs Büro zu elegant.

English: This suit is too elegant for the office.

Erin Perry: Our next word describes a place or event where new products are shown. Translate this word now.

German: Messe

English: trade fair, trade show, exhibition

David Ingram: You can't say "mess", as this refers to a dirty and untidy state, for example in a room. The German word *Messe* is translated as "trade fair", "trade show" or "exhibition" in English. Please translate this sentence.

German: Sie haben dieses Gerät im letzten Jahr auf der Messe präsentiert.

English: They showcased this device at the trade fair last year.

They showcased this device at the trade show last year.

They showcased this device at the exhibition last year.

Erin Perry: Our next word is used for the usually long and narrow passage in a building with doors on both sides that lead into rooms. Please translate this word.

German: Gang

English: aisle, corridor

David Ingram: "Gang" is wrong here, as this means "an organized group of criminals". It can also refer to a group of young people who spend a lot of time together and may cause trouble. The English translation of the German word *Gang* is "aisle" or "corridor". Translate this sentence now.

German: Die Toiletten befinden sich am Ende des Gangs.

English: The toilets are situated at the end of the aisle.

The toilets are situated at the end of the corridor.

Erin Perry: OK, our last word refers to one piece among many similar ones. Translate this word, please.

German: Exemplar

English: copy

David Ingram: Don't say "example", as this refers to something that is used to show or explain what something else is like. The German word *Exemplar* is "copy" in English. Please translate this sentence.

German: Haben Sie noch ein Exemplar Ihres Sommerkatalogs?

English: Do you still have a copy of your summer catalogue?

Erin Perry: Well done.

Skill Up!, no. 50, pp. 14–15

CAREERS & MANAGEMENT

Saying no

Introduction | Track 15

Erin Perry: David, could you just help a second?

David Ingram: No!

Erin Perry: It won't take long. I promise.

David Ingram: No!

Erin Perry: Oh, come on, David. Stop being so difficult!

David Ingram: No!

Erin Perry: What is the matter with you?

David Ingram: Just having a bit fun at your expense, because in the latest issue of *Business Spotlight*, our Careers editor, Margaret Davis, looks at the difficult topic of saying no to your boss.

Erin Perry: So I'm your boss now, am I? Great!

David Ingram: Ah, you got me there. No, no... anyway, here's Margaret to tell us more about this subject.

Erin Perry: I'm your boss...

Interview: Margaret Davis | Track 16 **MEDIUM**

David Ingram: Welcome, Margaret. So tell me, is it possible to say no to your boss — and still keep your job?

Margaret Davis: It's not only possible, but sometimes it's absolutely necessary. The key is to be polite and not aggressive — and don't be passive aggressive either. So don't go on and on to your boss about how you can't take on a new project because he's given you too much work already. Instead, say something like, "Thanks for thinking of me, but I was planning to spend this week working on project XYZ". That's polite and shows your boss you appreciate being given the chance to work on something new. It also gives your boss the chance, if necessary, to say that the new project is more important than project XYZ, so you can put the other one aside and concentrate on your new project.

Ingram: So, when is it a good idea to say no?

appreciate sth.

► etw. zu schätzen wissen

go on and on to sb.

► etwa: jmdn. zutetzen

take sth. on

► etw. übernehmen

Davis: Well, sometimes you could be asked by a colleague to do something for them. Career experts say you can say no with a clear conscience if the task is not part of your job description and could be done easily by the colleague asking you. Eileen Carey, who's the **CEO** of the software company Glassbreakers, says: "If you aren't getting paid to do something and the task will take away time from accomplishing what you are paid to do, saying no demonstrates your commitment to your role and the value of your time."

Ingram: What if someone asks you to do something you disagree with?

Davis: That's a tricky one. It depends on what the disagreement is about. If it's about working on a project that you don't think fits your skills, you shouldn't say no directly. Instead, you should ask your boss why they think you need to work on the project. This gives the boss a chance to explain their side and also gives you a chance to explain yours. Who knows? Maybe the boss will convince you, or vice-versa. Also, if you know you won't be able to complete the task or the project in the time given, you should definitely talk about that.

Ingram: And if you're asked to do something that you think is morally or ethically wrong?

Davis: If you're asked to do something that goes against your beliefs — and especially some-

thing illegal — you should definitely say no. There's no point in getting involved in something you'll regret or go to jail for! And remember, it's a lot easier to find a new job if you're not behind bars...

Ingram: I'm sure it is — and I'll certainly bear that in mind! Many thanks for coming in again to talk to us, Margaret.

Davis: You're welcome! Thank you!

Business Spotlight 5/2018, p. 76

LANGUAGE TEST

Politeness

Introduction | Track 17

Erin Perry: David, that was very rude of you in the last exercise to just keep saying no to me.

David Ingram: I was joking, Erin.

Erin Perry: Yes, I know. But when we're at work, we need to be very careful that we don't appear rude

accomplish sth.

• etw. fertigstellen

behind bars

• hinter Gitter(n)

CEO (chief executive officer)

• Geschäftsführer(in)

commitment

• hier: Einsatz-, Leistungs-
bereitschaft

go to jail for sth.

• wegen
etw. ins Gefängnis gehen

point

• hier: Sinn

role

• hier: Aufgabenbereich

that's a tricky one

• hier:
das ist eine schwierige Frage

vice-versa

• umgekehrt

you're welcome

• gern geschehen

or impolite to other people, even if we're joking. And being polite is the topic of our language test in the latest issue of *Business Spotlight*. We're going to do an exercise on this together now.

Exercise: Politeness | Track 18 EASY

Erin Perry: In this exercise, we'd like you to ask someone a favour. First, you'll hear a direct request and then a phrase that can be used to make the request more polite. In the pause, make the request using this phrase. OK? Let's get started.

- Give me the exact sales figures. (could you)
 - ▶ Could you give me the exact sales figures, please?

- Switch off your mobiles during the presentation. (would you mind)
 - ▶ Would you mind switching off your mobiles during the presentation?

- Send me the agenda by email. (can you) ▶
Can you send me the agenda by email, please?

- Talk about this matter after lunch. (be possible)
 - ▶ Would it be possible to talk with me about this matter after lunch?

- I'm going to open the window. (may I)
 - ▶ May I open the window?

Erin Perry: Well done! And remember to use these phrases the next time you ask someone a favour.

Business Spotlight 5/2018, pp. 30–34

EASY ENGLISH

Ken Taylor on business travel

Introduction | Track 19

David Ingram: Erin, do you know that feeling when you go to a foreign country, don't really speak the language and struggle to do really basic things like checking into a hotel?

Erin Perry: I certainly do, but of course most hotel staff speak English nowadays.

David Ingram: True, in most countries, but I always like to at least try to use the local language if possible.

Erin Perry: I know exactly what you mean. And for anyone who needs help checking into a hotel in English and ordering breakfast, help is at hand. Our communication skills expert, Ken Taylor, is here now with some exercises and advice on this topic.

agenda

- ▶ Tagesordnung

sales figures

- ▶ Verkaufs-, Umsatzzahlen

Exercise: Checking into a hotel | Track 20 **EASY**

Ken Taylor: Checking into a hotel is usually not a problem. Hotel staff are used to dealing with people from different backgrounds and with different language skills. But it does help the process if you know some of the words and expressions that hotel staff use. In this exercise, imagine you are on a business trip to London. You are checking into a hotel in Chelsea. You will hear a receptionist asking some questions to Sally James. In the pause after each question, answer the receptionist based on your own situation and with your own name. Afterwards, you will hear a model answer from Sally. Ready? Let's start.

Receptionist: Good afternoon. Are you checking in? ▶

Sally: Good afternoon. Yes I am.

Receptionist: Did you have a good journey? ▶

Sally: Yes it was fine, thanks.

Receptionist: May I have your name, please? ▶

Sally: It's James, Sally James.

Receptionist: Thank you... yes, here we are. And that's for three nights, isn't it? ▶

Sally: That's correct.

Receptionist: It's room 245 on the second floor. Would you like a wi-fi code? ▶

Sally: Yes, please.

Receptionist: Would you like me to order a newspaper for you? ▶

Sally: Yes, please. *The Guardian*.

Receptionist: And do you need a wake-up call? ▶

Sally: Yes, at 7.30, please.

Receptionist: Do you need any help with your luggage? ▶

Sally: No, I can manage myself, thank you.

Ken Taylor: Well done. Now, let's continue. This time, I want you to tell or ask the receptionist something. I'll tell you what to say. You speak in the pause. Then you will hear Sally again.

■ You want a room on a lower floor. ▶

Sally: Could I have a room on a lower floor, please?

■ You want to know if there is an iron and ironing board in the room. ▶

here we are

▶ hier: da haben wir Sie

iron ▶ Bügeleisen

ironing board

▶ Bügelbrett

wi-fi code

▶ WLAN-Passwort

Sally: Is there an iron and ironing board in the room?

■ You want a non-smoking room. ▶

Sally: I'd like a non-smoking room, please.

■ You want the receptionist to order a taxi for 8 a.m. ▶

Sally: Could you order a taxi for eight o'clock tomorrow morning for me, please?

■ You want to know if there is a code for the wi-fi or if it is open access. ▶

Sally: Is there a code for the wi-fi or is it open access?

Ken Taylor: Good, well done. You should have no problems checking in now.

Exercise: Vocabulary | Track 21 MEDIUM

Ken Taylor: Now, imagine you are having breakfast in the hotel's restaurant. There is a buffet but also you can order hot food from a menu. Let's see if you understand what you can find on the buffet and what you can order from the menu. I'll give you the name of a food item or phrase. In the pause, try to explain what it is in English. Then you will hear our explanation. Ready? Let's start.

1. a continental breakfast

▶ A "continental breakfast" is a light breakfast including cereals, bread, pastries and hot drinks.

2. gluten-free

▶ Something that is "gluten-free" does not contain wheat or other grains.

3. streaky bacon

▶ "Streaky bacon" is bacon with stripes of fat between the stripes of meat.

4. scrambled eggs

▶ "Scrambled eggs" are eggs beaten slightly with a little milk and stirred while cooking.

5. marmalade

▶ "Marmalade" is a jam made from citrus fruits.

6. baked beans

▶ "Baked beans" are dried beans cooked in tomato sauce.

cereals ▶ Müsli, Zerealien

grain ▶ Korn;

hier: Getreide

jam UK

▶ Marmelade, Konfitüre

open access ▶ freier Zugang;

frei zugänglich

pastry

▶ Gebäck(teil)

stir sth.

▶ etw. (um)rühren

streaky ▶ streifig;

hier: durchwachsen

wheat ▶ Weizen

7. poached eggs
 - “Poached eggs” are eggs cooked gently in boiling water, without their shells.
8. prunes
 - “Prunes” are dried plums.
9. waffles
 - “Waffles” are small cakes made from batter, baked in a waffle iron and eaten hot with butter and syrup.
10. black pudding
 - “Black pudding” is a blood sausage usually made from pork.

Ken Taylor: How did you get on? Did you know most of those? If you did, you shouldn’t have any problems when ordering breakfast on your next business trip.

Business Spotlight 5/2018, pp. 54–55

TECHNOLOGY

English 4.0: Protecting valuable ideas

Introduction | Track 22

David Ingram: Now, for a complete change of topic, it’s time to turn our attention to technology and our regular English 4.0 section in *Business Spotlight*.

Erin Perry: Yes, and this time, we’re going to get intellectual.

David Ingram: Ooh, intellectual. I’m impressed!

Erin Perry: I’m sure you are, David. And you’ll be even more impressed if you listen now, because *Business Spotlight*’s technology editor, Eamonn Fitzgerald, is in the studio to talk to us about the importance of intellectual property to an economy.

Interview: Eamonn Fitzgerald | Track 23 **ADVANCED**

Erin Perry: Welcome, Eamonn. Your latest English 4.0 column looks at the importance of new ideas in the world of technology. And you discuss the idea that IP, intellectual property, is the new oil. What exactly does that mean?

Eamonn Fitzgerald: Well, oil, at the moment, is very valuable, increasing in price, actually. An expanding global economy means there’s a huge demand for oil. And intellectual property, to be fully understood, has to be in the context of some terms in English from the Anglo-Saxon world of legal language. So, for example,

Anglo-Saxon

• angelsächsisch

batter • Teig

blood sausage

• Blutwurst

intellectual property

• geistiges Eigentum

legal language

• Rechtssprache

plum • Pflaume

pork

• Schweinefleisch

shell • Schale

waffle iron

• Waffeleisen

we have “real property”, which means “houses and buildings”. We have “personal property”: my BMW, my Rolex, my laptop. And then we have “intellectual property”, which is another concept and quite different from the other two. For example, the Canadian rapper Drake is very popular at the moment. People are downloading millions of his songs. And whereas I can maybe afford only one house in Mayfair in London and maybe just one laptop, I can, with my laptop, download the very popular Drake song, “God’s plan”. You can, with your smartphone, download the same song. Millions of people all over the world can download the same song, but the song never changes. It is protected by various laws and it has a property to itself which is so different it means it can be reproduced and reproduced and downloaded and downloaded, and it will never change. And Drake will have an income stream from this for the rest of his life.

And this concept is very important in the world that I write about, which is the world of new industries, about creativity. And there, licences for ideas, a new aspect of the supply chain, can suddenly become very important. And the person who has the ability to license an idea which makes the supply chain more effective can reap wonderful rewards. And whether we’re talking about the songs by Drake or anybody else, or Taylor Swift, or we’re talking about some new idea for the supply chain, all of these

ideas, which are so central to our knowledge economy, are protected by patents and copyrights and trademarks.

Perry: And what does the current state of patents, copyright applications and trademarks tell us about a country?

Fitzgerald: They tell us much more than we ever really hear, actually, and that’s probably because the media industry doesn’t have enough people who are skilled sufficiently to interpret the meaning of trademarks and copyright and patents. So, for example, very poor country, very corrupt country: Sudan. It produces about 500 scientific papers a year. Poland, same size, 10,000 scientific papers a year. If we look at a country like South Korea, which is very, very aggressive in the patent application field, what we see is that we have a very developed economy, we have colleges and universities producing people who are trained to supply the market with new ideas. We have a financial system that supports these people when they are working

application ▶ hier: Antrag

income stream

▶ Einnahmequelle

industry ▶ hier: Branche

knowledge economy

▶ Wissensökonomie

paper ▶ hier: Abhandlung,

Publikation

property ▶ hier: (besondere)

Beschaffenheit

reap the rewards

▶ die Früchte der Anstrengung ernten

supply chain

▶ Lieferkette

trademark

▶ Warenzeichen

to develop their idea. We have a legal system that advises them on how to protect their ideas. And all of this, as we go further and further up the food chain, as it were, show[s] that a country that produces and acquires more patents and trademarks and copyrights is a really developed economy and society.

Perry: Thank you very much, Eamonn.

Fitzgerald: You're welcome.

Business Spotlight 5/2018, pp. 68–69

ENGLISH ON THE MOVE

Ken Taylor on arranging a celebration lunch

Introduction | Track 24

David Ingram: Erin, I think this time I could do with a bit of help from you, if you don't mind. And don't say no!

Erin Perry: Sure, David, any time for you. Well, almost any time. What's the problem?

David Ingram: It's not a problem, it's just that I have to organize this celebration lunch.

Erin Perry: Oh, David, that's very kind of you, but it's really not necessary.

David Ingram: Not for you, Erin, but for a colleague who's been with us for 25 years and...

Erin Perry: Oh, I *am* disappointed. No seriously, David, I'm not really an expert on this kind of

thing. But Ken Taylor is — and here he is once again with some exercises and tips on this subject.

Exercise: Dialogue | Track 25 MEDIUM

Ken Taylor: Celebration meals are arranged for many different reasons. In this case, Joanna has been working for the same company for 25 years. Tania, the executive assistant to the CEO, has been asked to arrange a celebration lunch at a nearby hotel. Listen to this extract from Tania's conversation with Doug, the hotel's event manager.

Doug: This private dining room seats up to 40 on four round tables. What do you think?

Tania: That sounds perfect. It's a nice airy room, too.

Doug: You also have French windows opening out on to a patio.

Tania: Could we have the welcoming drinks out there?

Doug: Weather permitting. Are you thinking of a buffet-style lunch or would you prefer the sit-down option?

airy ▶ Luftig
as it were ▶ sozusagen

French window
▶ Terrassentür

patio ▶ Terrasse,
Innenhof

seat sb. ▶ hier: für jmdn.
(Sitz-)Platz haben

weather permitting
▶ bei entsprechendem Wetter

you're welcome
▶ gern geschehen

Tania: Definitely the sit-down option with waiter service. There will be several speeches.

Doug: And would you prefer a fixed menu or an à la carte menu?

Tania: We would like a fixed menu with vegetarian options as we do have some non-meat eaters.

Doug: Will you have wine with the lunch or just soft drinks?

Tania: A few bottles of wine, which we could have on the tables. We'll need to drink a toast to our guest of honour.

Ken Taylor: Now, you take the part of Tania. We'll go through her conversation with Doug again. First, you will hear Doug. Then I will remind you of what to say. You speak in the pause. Then you will hear Tania again. Don't worry if your answers aren't exactly the same as hers. Ready?

Doug: This private dining room seats up to 40 on four round tables. What do you think?

■ Say that it sounds perfect and make a positive comment about the room. ▶

Tania: That sounds perfect. It's a nice airy room, too.

Doug: You also have French windows opening out on to a patio.

■ Ask about having welcoming drinks out there. ▶

Tania: Could we have the welcoming drinks out there?

Doug: Weather permitting. Are you thinking of a buffet-style lunch or would you prefer the sit-down option?

■ Say you prefer the sit-down option as there will be several speeches. ▶

Tania: Definitely the sit-down option with waiter service. There will be several speeches.

Doug: And would you prefer a fixed menu or an à la carte menu?

■ Say you would like the fixed menu with vegetarian options. ▶

Tania: We would like a fixed menu with vegetarian options as we do have some non-meat eaters.

Doug: Will you have wine with the lunch or just soft drinks?

■ Choose to have wine and say why you want that. ▶

Tania: A few bottles of wine, which we could have on the tables. We'll need to drink a toast to our guest of honour.

drink a toast to sb.

▶ auf jmds. Wohl trinken

waiter service

▶ Kellnerservice

Ken Taylor: Good. Well done! It sounds as though the lunch arrangements are in very capable hands.

Exercise: Vocabulary | Track 26 **MEDIUM**

Ken Taylor: Now, let's look at some of the key vocabulary you might need when discussing the practical arrangements for a celebration lunch. First, you will hear Doug talking. I will then repeat a word or phrase he has used. In the pause, try to explain what that word or phrase means. Then you will hear a model answer. Again, don't worry if your explanations are not exactly the same as ours, as long as the general meaning is the same. OK. We'll start.

Doug: We have two function rooms suitable for a lunch of that size.

- Function rooms. What are these?
- A "function room" is a room for official or social events.

Doug: I'm afraid there is no outside access from this room.

- Outside access. What is this?
- "Outside access" is a way of getting from the inside of a building to the outside.

Doug: We also offer facilities such as spa treatments and a children's playroom.

- Facilities. What are these?
- "Facilities" are something designed to offer a particular function or service.

Doug: A deposit of £150 will secure the room for you.

- A deposit. What is that?
- A "deposit" is part payment that you make to secure a service. You pay the rest later.

Doug: You will be asked to settle the bill within 14 days.

- To settle a bill. What does that mean?
- "To settle a bill" means "to pay it".

Doug: We'll set up the room overnight so you can check on everything in the morning.

- To set up. What does this mean?
- "To set up a room" means "to arrange the furniture in the room in the right way".

Ken Taylor: Did you find this exercise difficult? If so, go back and do it again and test yourself. And good luck with organizing your next celebration lunch!

Business Spotlight 5/2018, p. 62

design sth.

- etw. konzipieren

secure sth. ➤ etw. sichern;

hier: reservieren

spa ➤ hier: Wellness

INSIGHT

Business news with Ian McMaster

Introduction | Track 27

David Ingram: Welcome now to our Insight section, in which *Business Spotlight* editor-in-chief Ian McMaster gives his views on the recent business news.

Erin Perry: Yes, welcome, Ian. And what are the topics that you've chosen for us this time?

Ian McMaster: Well, Erin, we're going to look at the topic of whether ad blockers are a threat to the internet. We're also going to be looking at what the bond markets are telling us about likely future developments in the world economy and talking about what happens when companies introduce English as their corporate language

Erin Perry: OK, as always, we're intrigued.

Business news: Ad blockers, the search for yield and English as a corporate language | Track 28 **ADVANCED**

Erin Perry: So, Ian, what exactly are ad blockers and what are the arguments on each side of this debate?

McMaster: Ad blockers are forms of software that prevent advertisements, or "ads", from appearing on, for example, a website or a mobile app, or change the way in which they appear. Many users get annoyed by such ads and would

like to be able to prevent them from appearing. And this basically is the argument in favour of ad blockers: users should be able to decide themselves what they see on their screens. Those who approve of the use of ad blockers also believe that they help to make the internet a more open, democratic experience through a reduced reliance on funding through advertisers and the need to produce content that generates clicks. The opposite view is that ad blockers *are* a threat to the internet precisely because, by cutting off an important source of financing, they endanger valuable free content, quality journalism and social connections across the internet. Anyway, you can read more about this debate in the Head-to-Head section of the latest issue of *Business Spotlight*.

Perry: For your next topic, you said you were going to talk about what the bond markets are telling us about the likely future development of the world economy.

McMaster: What we're seeing in the bond market, particularly in the United States, is a significant increase in short-term interest rates, as the Fed seeks to end the easy-money policy and

annoyed: get ~ by sth.

► sich über etw. ärgern

bond ► Anleihe

easy ► hier: locker

funding ► Finanzierung

interest rate

► Zinssatz

issue ► Ausgabe

reliance

► Abhängigkeit

zero-interest levels that it implemented in the wake of the financial crisis of 2007–8. Now, this increase in interest rates is a normal part of an economic upswing. The US economy has been buoyant for some time now and, in such circumstances, one would expect to see interest rates rise. What is less normal is the fact that the so-called yield curve, measured in this case by the difference between longer-term and short-term interest rates, has flattened dramatically. In other words, the interest rate on ten-year bonds is little higher than that on two-year bonds. And if short-term rates actually go above long-term rates, we talk about an “inverted yield curve”, which is seen as a sign that a recession is just around the corner. The last time this happened was back in 2006–7, just before the financial crisis. So, some experts are worried that the current flattening of the yield curve could signal that another recession is on the way.

Perry: And, finally, you mentioned the topic of companies introducing English as their corporate language. What’s the story there?

McMaster: Well, this is about a fascinating book that I read recently. To set the picture: a number of international companies have introduced English as their corporate language — their main or only language for internal communication. The German company Siemens did this

years ago. The Japanese company Nissan has also done it. But the book I read looks at another Japanese company, Rakuten, an e-commerce company which is sort of Japan’s equivalent to Amazon in the US or Alibaba in China. And on 1 March 2010, Rakuten’s charismatic CEO, Hiroshi Mikitani, simply announced to the 10,000 or so employees at the company — 7,000 of whom worked in Japan — that from the next day, English would be the language for internal communication in Rakuten. Mikitani also said that every employee in the company, regardless of their job, had two years to reach a specified level of English. Otherwise, they would face demotion. It was certainly a drastic approach to introducing English as a corporate language, and the story of how what Mikitani called “Englishnization” was implemented is described in the book *The Language of Global Success* by Harvard Business School professor Tsedal Neeley. It’s a fascinating read about the linguistic and cultural challenges facing international organizations.

buoyant ▶ lebhaft, im Aufschwung begriffen

corporate ▶ Unternehmens-

demotion ▶ Degradierung

face sth.

• etw. gegenüberstehen

implement sth.

• etw. umsetzen

in the wake of

• im Zuge

inverted

• umgekehrt, invers

read ▶ hier: Lektüre

To set the picture:...

• hier etwa: Darum geht es: ...

yield ▶ Rendite

Perry: OK, thanks very much, Ian. We look forward to hearing from you again next time.

McMaster: My pleasure.

Business Spotlight 5/2018, pp. 20–21, 56

SHORT STORY

Introduction | Track 29

Erin Perry: David, do you believe in curses?

David Ingram: What you mean, like voodoo stuff, sticking needles into a doll and that kind of thing? Load of nonsense!

Erin Perry: Really? I mean it doesn't have to involve needles and dolls. I'm talking more generally about the idea of wishing that something, er, really bad happens to someone and then waiting to see if it comes true...

David Ingram: Stop it, Erin. You're starting to freak me out.

Erin Perry: No need to panic, David. I'm not planning to put a curse on you. It's just that this kind of thing is the subject of our latest short story by James Schofield, called simply "Curses". Let's listen now and find out more.

David Ingram: Now I'm really worried!

Curses | Track 30 MEDIUM

Estelle took the curse she'd just placed on Xan Dukas, editor-in-chief of Cougar fashion magazine, and climbed the narrow stairs that led to

the roof of her house. Outside was a small open space, with a washing line and the old-fashioned water storage tank for her flat. Lifting up the lid of the tank, she repeated the words she'd just written, and then dropped the small roll of metal inside to join the many others that she had dropped inside over the past five years.

Pleased with herself, she leaned on the small wall at the edge of the roof and looked out over a cold, dark London. That would teach Dukas to mess with Estelle Banf.

"We've had a complaint from one of the trainees, Estelle," Dukas had told her at the office that morning. "Your behaviour is unacceptable!"

Estelle knew who'd complained. It was that redhead everybody seemed to think was so special. It wasn't just the fact that the girl was pretty that annoyed Estelle; it was also that she was clever. Earlier that week, she'd asked some awkward questions at a team meeting about

annoy sb. ► jmdn. ärgern

awkward ► unbequem

cougar ifml.

► hier: Frau, die eine Beziehung zu einem wesentlich jüngeren Mann sucht

► (cougar US ► Puma)

curse ► Fluch

editor-in-chief

► Chefredakteur(in)

lid ► Deckel

look forward to sth.

► sich auf etw. freuen

mess with sb. ifml.

► jmdn. schlecht behandeln

my pleasure

► gern geschehen

redhead

► Rotschopf

an article Estelle had written, causing Estelle to explode. She'd shouted at the girl that she was a talentless nobody who had no future at the magazine — at which point, the stupid girl burst into tears and ran out of the room.

This, as Estelle told everybody else, proved her point. If the girl got so upset about a little feedback, she didn't belong in the world of publishing.

And now, she'd made an official complaint, so that Dukas — probably persuaded by additional tears from that little redheaded witch — had insisted Estelle should receive a written final warning from the human resources manager. If anything like that happened again, she would be fired.

Of course, Dukas would do anything to get rid of her. Estelle knew that. She'd been on track to become editor-in-chief of the magazine until Dukas was parachuted in by the board, to deal with a dip in circulation. Worse still, he'd stolen her ideas to turn the situation round. She was pretty sure they were her ideas — though, recently, she sometimes found she couldn't quite remember things clearly — but that wasn't the point. She could do his job — easily — and he knew it. She should have cursed him much earlier.

Curse writing was something that Estelle had started doing after writing an article about modern witchcraft five years ago. Most of what

she had learned was esoteric nonsense, but something about curse writing appealed to her. It gave her a feeling of power and was so simple. Write down the name of your enemy, their crime, what you'd like to happen to them — and wait... And the tradition was so old: in the Roman town of Bath, archaeologists had found some written in Latin on little rolled-up lead sheets just like Estelle's. Curses on thieves, curses on rivals, curses on former lovers — and always placed somewhere cold, dark and wet so as to increase the strength of the magic.

Then one drunken, depressed evening at the time of her divorce, she used what she'd learned and wrote a curse for her ex-husband and his new girlfriend. She dropped it into the water tank on her roof, the nearest cold, dark, wet place she could think of. The next morning, she heard (to her great surprise and delight) that

appeal to sb.

• jmdm. gefallen

board

• Vorstand

circulation • Auflage

curse sb.

• jmdn. verfluchen

dip

• Rückgang

divorce • Scheidung

human resources manager

• Personalleiter(in)

lead sheet

• Bleiplatte;
hier: Fluchtafel (aus Blei)

on track: be ~ to sth.

• auf dem (besten) Weg zu
etw. sein

parachute sb. in jfml.

• jmdn. von außerhalb zur
Rettung einsetzen
• (parachute , Fallschirm)

prove one's point

• beweisen, dass man recht hat

upset

• aufgebracht, aufgelöst

witch

• Hexe

witchcraft

• Hexerei

he had driven his new Porsche into a wall and killed them both.

After this success, Estelle was hooked. She put curses on celebrities who were rude when she interviewed them, writers who didn't send in their articles for the magazine on time and even her doctor, who couldn't find anything wrong with her when she complained about the tiredness she'd started to feel.

Naturally, she varied the curses. She didn't want everybody to die in a car crash. And afterwards, she liked to check on the results. A rude celebrity's film flopped at the box office? Her curse had worked. One of her writers got bad reviews for his novel? Her curse had worked. The doctor's receptionist handed in her notice? Her curse had worked. Sooner or later, she believed, they all got what they deserved. Dukas would find out some day.

Over the next few weeks, Estelle had to hope that this was the case, because she herself was struggling at work. She repeatedly had bad headaches and didn't have anything like her normal energy.

"Why don't you go to the doctor?" asked Dukas after a meeting where she was clearly not well. Oh, yes, thought Estelle, you'd like me to be off sick. Give you a chance to plot something behind my back. So she carried on, even though just getting out of bed and showering was increasingly difficult. Until one morning...

"Listen up, everybody," said Dukas to the editorial team in the office. "I'm afraid I've got some bad news. Estelle has been taken to hospital and is in a coma. The doctors won't say very much, but it doesn't look good."

Everybody wanted to know more and, being journalists, they found a leak at the hospital before the end of the morning. It seemed that over a period of time, Estelle had somehow developed lead poisoning. Health inspectors had been sent to investigate her house to see if they could find the source. It was all very mysterious.

Later that evening, after everybody else had left work, the red-haired trainee could be seen going to the ladies' loo in the office. She went into one of the stalls, opened the water cistern of the toilet, put her hand inside and pulled out a small piece of rolled-up metal, about the size of a cigarette. She looked at it for a while, feeling the weight of the lead in her hand and remem-

box office ➤ Kinokasse

editorial team

➤ Redaktionsteam

hand in one's notice

➤ seine Kündigung einreichen

hooked: be ~ ifml.

➤ Feuer und Flamme sein

ladies' loo UK ifml.

➤ Damentoilette

leak ➤ Leck; hier: Person, die etw. ausplaudert

off sick: be ~

➤ krankgeschrieben sein

on time ➤ termingerecht

plot sth. ➤ etw. aushecken

review ➤ Rezension, Kritik

rude ➤ unhöflich, unverschämt

stall ➤ Bude;

hier: Toilettenkabine

water cistern

➤ Spülkasten

bering the article about magic that Estelle had written all that time ago. It had been a good article; she'd learned a lot. She washed her hands carefully and left the office, throwing the curse that she'd made for Estelle into a rubbish bin on the way home. It had done its job.

Business Spotlight 5/2018, pp. 58–59

CONCLUSION | TRACK 31

David Ingram: Well, we've come to the end of *Business Spotlight Audio 5/2018*. We hope you've enjoyed it and have found our exercises helpful.

Erin Perry: As an alternative to the CD, we also offer *Business Spotlight Audio* as a subscription download, so you can take the sound of business with you wherever you go. For more information, or to find out about our range of products, visit our website at www.business-spotlight.de.

David Ingram: Yes, and keep your eyes and ears open for a new audio product that *Business Spotlight* will be launching soon, to help you to practise your business vocabulary. Until next time, this is David Ingram...

Erin Perry: And Erin Perry...

David Ingram: Wishing you success with your business English.

rubbish bin UK

➤ Abfallerimer

IMPRESSUM

Chefredakteur: Dr. Ian McMaster

Geschäftsführende Redakteurin

(CvD): Maja Siroła

Audioredaktion:

Dr. Ian McMaster (verantwortl.),

Hildegard Rudolph, Ken Taylor

Gestaltung: Georg Lechner,

Fachredaktion: Margaret Davis,

Hildegard Rudolph, Michele Tilgner

Übersetzungen: Ina Sinning

Produktion: Dorle Matussek

Produktmanagement:

Ignacio Rodriguez-Mancheño

Gesamt-Anzeigenleitung:

Matthias Wendling

(DIE ZEIT, V.i.S.d.P.)

Druck und Vervielfältigung:

optimal media GmbH,

D-17207 Röbel/Müritz

Verlag und Redaktion

Spotlight Verlag GmbH

Fraunhoferstraße 22,

D-82152 Planegg

Tel. (089) 8 56 81-0

www.business-spotlight.de

Kundenservice:

abo@spotlight-verlag.de

Redaktion:

business@spotlight-verlag.de

SPRECHER:

David Ingram (UK): Anmoderation

Erin Perry (US): Anmoderation

Katja Amberger (GER): False

Friends

Doug Bolduc (US): Names &

News, Business Skills, Skill Up!,

Language Test, Easy English,

English on the Move

Margaret Davis (CAN): Careers

& Management

Eamonn Fitzgerald (IRE):

Technology

Tania Higgins (UK): Names &

News, Business Skills, Skill Up!,

Language Test, Easy English,

English on the Move

Ian McMaster (UK): False

Friends, Easy English, Insight

Ken Taylor (UK): Business Skills,

Personal Trainer, Easy English,

English on the Move, Short Story

Produktion und Ton: Karl Braun

Studio: Cebr Studio,

82194 Gröbenzell

GEMA

Einzelverkaufspreis:

Deutschland € 19,50

Geschäftsführer:

Rudolf Spindler, Jan Henrik Groß

Amtsgericht München

HRB 179611

USt-IdNr. DE 265 973 410

Der Spotlight Verlag ist ein

Tochterunternehmen der

Zeitverlag Gerd Bucerius GmbH.