

Business Spotlight 2019

An overview of our main stories from the past year



INTERCULTURAL COMMUNICATION

FEATURES • Denmark: Green and populist? **1/19** • United Kingdom: From stability to chaos **2/19** • Czech Republic: At the heart of Europe **4/19** • Diversity in the workplace **5/19** • Italy: Economics and emerging populism **7/19** • Spain: Searching for stability **8/19**

JARGON BUSTER

• Evangelize **1/19** • Fit for purpose **2/19** • Back of the envelope **3/19** • Kick into the long grass **4/19** • Open the kimono **5/19** • On the table **6/19** • Drink the Kool-Aid **7/19** • Baked in **8/19**

LANGUAGE TESTS

Small talk: Essential for business success **1/19** • Marketing: Methods and terminology **2/19** • The environment: How green is your business English? **3/19** • Politics: A current topic of discussion **4/19** • Interpersonal skills: Influencing others **5/19** • Presentations: Making a good impression **6/19** • Logistics: The language of moving goods **7/19** • Research and development: The science behind new products **8/19**

TECHNOLOGY

FEATURES • Robotic bees: Flight of the bumble drones **1/19** • Speech therapy: A new treatment for stuttering **3/19** • Text generator: Is AI dangerous in the wrong hands? **4/19** • Components: The man who takes things apart **5/19** • Technology to help disabled students **6/19** • Electrical car production in the UK **7/19** • Facial recognition **8/19**

ENGLISH 4.0 • The future of money in action **1/19** • The Davos revolution **2/19** • Is this the end of Apple's empire? **3/19** • The challenges of climate change **4/19** • Fortnite and the changing world of work and play **5/19** • Religion, language and Industry 4.0 **6/19** • Trendsetter Mary Meeker **7/19**

THE BIG PICTURE

• Diesel cars in the desert, USA **1/19** • Relaxing in a mock prison, South Korea **2/19** • Cannabis shortage, Canada **3/19** • Amazon deliveries, India **4/19** • Farming pearls, Japan **5/19** • Goodbye to the jeepney, Philippines **6/19** • Educating nomads, Nigeria **7/19** • Banning sex dolls, South Korea **8/19**

BUSINESS SKILLS

SERIES: LEADERSHIP • (1) Learning to lead **1/19** • (2) Change management **2/19** • (3) Leading across cultures **3/19** • (4) The role of ethics **4/19** • (5) Motivating yourself and others **5/19** • (6) The importance of decision-making **6/19** • (7) Improving team performance **7/19** • (8) Trust in the workplace **8/19**

PERSONAL TRAINER • Branislav Pelak: Understanding other cultures **1/19** • Moira O'Brien: Speaking in public **3/19** • Laszlo Zoltan: Communicating in international teams **4/19** • Sean Bailey: Running a German company in the US **5/19** • Anne Neppare: Preparing for a negotiation **6/19** • John Kent: A personal SWOT **7/19** • Miguel Pinto: Working in several languages **8/19**

CAREERS & MANAGEMENT

FEATURES • Personality testing: Myers-Briggs **1/19** • The business of coaching **2/19** • Why we aren't getting enough sleep **3/19** • Dealing with office noise **4/19** • Preparing for retirement **5/19** • Starting a business **6/19** • Tips for concentration: How the experts stay focused **7/19** • Rivals at work **8/19**

EXECUTIVE EYE • Mediocre management makes mediocre workers **1/19** • Dealing with cynics at work **2/19** • Personal development plans **3/19** • Setting targets and negative consequences **4/19** • Beta male vs alpha male leaders **5/19** • Consultants and their clients **6/19** • Openness and trust **7/19** • Alienated workers **8/19**

HOW TO... • Deal with a workaholic boss **1/19** • Work effectively from home **2/19** • Deal with depression at work **3/19** • Be a better listener **4/19** • Stay relevant **5/19** • Give job advice to your kids **6/19** • Deal with impostor syndrome **8/19**

OPINION • Margaret Davis on journalism and the essence of a good career **7/19**

DEBATE

HEAD-TO-HEAD • Is space exploration a waste of money? **1/19** • Should seasonal clock changes be abolished? **3/19** • Can we trust online reviews? **4/19** • Should small coins be eliminated? **5/19** • Should alcohol be banned on flights? **6/19** • Should homeschooling be allowed? **7/19** • Should there be a meat tax? **8/19**

FACTS & FIGURES

• LEGO **2/19** • Artificial intelligence **3/19** • USA vs China **6/19**

GLOBAL BUSINESS

FEATURES • Brexit: Romanians in Britain **1/19** • Consumer brands: Bravery or marketing? **2/19** • Silicon Valley: Powerful tech companies **3/19** • Selling: The Kardashians; the ABC theory **4/19** • Public transport in Hong Kong **5/19** • USA vs China: Control of the world economy **6/19** • Brexit: A journey to a divided homeland **8/19**

VIEWPOINT

IT'S PERSONAL • Millennials and restaurants **1/19** • Modern slavery **2/19** • Dogs and marketing **3/19** • Hydrogen cars **4/19** • Saving the high street **5/19** • Reducing plane travel **6/19** • Pre-arranging communication **7/19** • Houseboat property trend **8/19**

WORK & RELAX

IN THE ZONE • Travelling with the boss **1/19** • Conversations at work **2/19** • The demands of work and family **3/19** • Decluttering at work and at home **4/19** • Self-help guides **5/19** • Dress codes at work **6/19** • Pets in the workplace **7/19** • Swearing at work **8/19**

WORKING WORLD

THE RIVALS • Sydney vs Melbourne **1/19** • SAP vs Salesforce **2/19** • University of Oxford vs University of Cambridge **3/19** • Volkswagen vs Toyota **4/19** • Nestlé vs Unilever **5/19** • Jürgen Klopp vs Pep Guardiola **6/19** • Bitcoin vs Libra **7/19**

LANGUAGE

EASY ENGLISH • Emailing to make arrangements **1/19** • Dealing with interruptions **2/19** • Asking for a favour **3/19** • Dealing with objections **4/19** • Technical problems during conference calls **5/19** • Short written communication **6/19** • Breaking bad news **7/19** • Better meetings **8/19**

ENGLISH FOR... • Airport incident communications **1/19** • Home care **3/19** • Water and fire damage **4/19** • Massage at work **5/19** • Hairdressing **7/19** • Plumbing **8/19**

ENGLISH ON THE MOVE • Inviting people **1/19** • Boris bikes **2/19** • A conference in a spa hotel **3/19** • The trade-fair stand **4/19** • Taking a minicab **5/19** • Commuting in London **6/19** • The concierge's desk **7/19** • Flight announcements **8/19**

GRAMMAR • Using "so" and "such" **1/19** • Present simple and present continuous **2/19** • Past simple and present perfect **3/19** • Present perfect simple and present perfect continuous **4/19** • "Used to", "be used to" and "would" **5/19** • Reflexive and reciprocal pronouns **6/19** • Obligation, permission and prohibition **7/19** • Looking into the future **8/19**

AND FINALLY...

ONE QUESTION • Dr James McCabe on business storytelling **1/19** • Carole Trosch on visiting Buckingham Palace **2/19** • Professor Peter Coveney on laptop quantum computers **3/19** • Niamh O'Brien on playing the Irish harp **4/19** • Philippe van Parijs on the need for English in the EU after Brexit **5/19** • Tim Phillips on resilience **6/19** • Helena McGivern on how human factors can save mothers and babies **7/19** • Who am I? John Bercow **8/19**

SPECIALS

100TH ISSUE • 100 top business tips from experts, taken from the first 100 issues of *Business Spotlight* **2/19** • **BUSINESS ENGLISH TODAY** Changes in business English; the legacy of Adam Smith; tips and trends for learners and trainers **7/19**

SHORT STORY • Inspiration **1/19** • Silicon Chip (1) **3/19** • Silicon Chip (2) **4/19** • Silicon Chip (3) **5/19** • The Impressions (1) **6/19** • The Impressions (2) **7/19** • The Impressions (3) **8/19**

TALKING FINANCE • Earning a living **1/19** • Banks and interest rates **4/19** • Volatility **5/19** • Share buybacks **6/19** • Brexit and sterling **7/19** • Helicopter money **8/19**

TRANSLATION • "Insulated" and "isolated"; "tip"; *absagen/Absage* **1/19** • "Imply" and "implicate"; "supervisor"; (*sich*) *anstellen* **2/19** • "Look after" and "look for"; "feature"; *ablaufen* **3/19** • "Form" and "formula"; "collect"; *Bogen* **4/19** • "Bring" and "take"; "track"; *unter* **5/19** • "Differ" and "differentiate"; "sanction(s)"; *Fluss* **6/19** • "Affect" and "effect"; "resort"; *Blick* **8/19**

VOCABULARY • Winter sports **1/19** • An observatory **2/19** • A construction site **3/19** • A fashion show **4/19** • An open-air festival **5/19** • A cruise ship **6/19** • At the chemist's **7/19** • A consumer electronics store **8/19**



Special: a collection of 20 language tests

BUSINESS SPOTLIGHT SPEZIAL

ENGLISCH FÜR DEN BERUF • 20 tests to improve your business English; famous quotes and score sheets to assess your progress **October 2019**



Essential: collectable inserts on business English vocabulary

VOKABELTRAINER

(1) YOU AND YOUR JOB • Professions, job titles, roles and responsibilities **7/19** • **(2) TELEPHONING** Dealing with calls, messages, voicemails and conference calls **8/19**



- The language of teamwork (no. 53), **1/19**
- The language of human resources (no. 54), **2/19**
- The language of problem-solving (no. 55), **3/19**
- The language of selling (no. 56), **4/19**
- The language of marketing (no. 57), **5/19**
- The language of corporate finance (no. 58), **6/19**
- The language of storytelling (no. 59), **7/19**
- The language of working internationally (no. 60), **8/19**

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