

Business Spotlight 2020

An overview of our main stories from the past year



THE BIG PICTURE

Bicycle delivery, USA **1/20** • Event controversy, New York **2/20** • Drought relief, South Africa **3/20** • Toxins for tofu, Indonesia **4/20** • Fenced-in athletes, UK **5/20** • Dental work on a seal, New Zealand **6/20** • A divided country, USA **7/20** • Seaweed farmer, Zanzibar **8/20**

BUSINESS SKILLS

FEATURES • Leadership series (9): Sharing responsibilities **1/20** • Test: Leadership skills **2/20** • 20 key skills for the 2020s **3/20** • Remote working **4/20** • Customer conversations **5/20** • Critical thinking **6/20** • Dealing with disorganization **7/20** • Small talk **8/20**

PERSONAL TRAINER • The language of wine **1/20** • Dealing with different kinds of people **2/20** • Gaining acceptance as a teacher **3/20** • Connecting through music **4/20** • Teaching sign language **5/20** • The language in international meetings **6/20** • The power of networking **7/20**

CAREERS & MANAGEMENT

FEATURES • Tips for success in 2020 **1/20** • Firefighting **2/20** • Mentoring **3/20** • Perfectionism **4/20** • Fashion: Elizabeth von der Goltz **5/20** • Agriculture: Irish farms **6/20** • Parenting in job applications • Leadership style • Careers and video games **8/20**

EXECUTIVE EYE • Credentialists and amateurs **1/20** • Fear of public speaking **2/20** • Alternative management consultants **3/20** • The use of aggressive language **4/20** • Workplace romances **5/20** • Spirituality in the workplace **6/20** • Working for a monster boss **7/20**

HOW TO... • Shine at work **1/20** • Stay polite under pressure **2/20** • Deal with an indecisive boss **3/20** • Blow the whistle **4/20** • Get your CV past the bots **5/20** • Recognize and avoid a job scam **6/20** • Get better at delegating **7/20**

DEBATE

HEAD-TO-HEAD • Should all corporations be allowed to sponsor the arts?

1/20 • Should university education be free? **2/20** • Should there be billionaires? **3/20** • Should companies track employee health? **4/20** • Should companies encourage fun at work? **5/20** • Are online language courses as effective as face-to-face courses? **6/20** • Should companies have diversity quotas? **7/20** • Should employees have a legal right to work from home? **8/20**

GLOBAL BUSINESS

FEATURES • Environment: Clearing the air and water wars **3/20** • Whistleblowing: Susan Fowler on Uber **4/20** • Architecture: Post-pandemic workplaces and cities **5/20** • Tap water in Kentucky **8/20**

INTERCULTURAL COMMUNICATION

FEATURES • Croatia and tourism **1/20** • New Zealand: Social and environmental challenges **3/20** • Coronavirus: Managing the health crisis in different cultures **4/20** • Japan's uncertain future **5/20** • Canada and multiculturalism **6/20** • Vietnam: A modern country **7/20** • Pikala Bikes, Morocco • Entrepreneurship and culture **8/20**

LANGUAGE TESTS

Job applications **1/20** • Vocabulary: Confusing words **2/20** • Business visitors **3/20** • Corporate Social Responsibility **4/20** • Taking control of your career **5/20** • Writing skills **6/20** • Managing a crisis **7/20** • Magazine test **8/20**

TECHNOLOGY

FEATURES • Senolytics: The ageing process **1/20** • Trapping plastics in Amsterdam **2/20** • Internet privacy **4/20** • Artificial intelligence **5/20** • Dinosaurs **6/20** • From bricks to batteries **8/20**

VIEWPOINT

IT'S PERSONAL • A cashless society **1/20** • The flower industry **2/20** • Britain's culture of long working hours **3/20** • Elisabeth Ribbans says farewell **4/20** • Women at work **8/20**

WORK & RELAX

IN THE ZONE • The benefits of taking leave **1/20** • Bringing children to work **2/20** • Personal hygiene in the workplace **3/20** • Dual-career couples **4/20** • Working with a health condition **5/20** • NSFW: What not to do on your work computer **6/20** • Making small talk inclusive **7/20**

WORKING WORLD

THE RIVALS • Vaping vs smoking **1/20** • Duke and Duchess of Cambridge vs Duke and Duchess of Sussex **2/20** • Formula E vs Formula One **3/20** • Bill & Melinda Gates Foundation vs The Wellcome Trust **4/20** • BBC vs Netflix **5/20** • Jamie Oliver vs Gordon Ramsay **6/20** • CNN vs Fox News **7/20** • Trevor Noah vs John Oliver **8/20**

AND FINALLY...

WHO AM I? • Santa Claus **1/20** • Taylor Swift **2/20** • Greta Thunberg **3/20** • Elon Musk **4/20** • Jacinda Ardern **5/20** • Michelle Obama **6/20** • Kanye West **7/20** • Sir David Attenborough **8/20**

SPECIALS

CAREER SPECIAL • Your career plan for 2020 • How to shine in the workplace • Education and training • Job applications test **1/20**

SPECIAL REPORT: NEW YORK • Business culture and politics • Profile: Gary Book • Billionaire egos: Donald Trump vs Michael Bloomberg **2/20**

CULTURE SPECIAL • Disorganization • Diversity quotas • Linda Scott on gender culture • Being authentic at work • Networking • Codes of conduct **7/20**

LANGUAGE

EASY ENGLISH • Setting expectations **1/20** • Mediating conflict **2/20** • Pitching your proposal **3/20** • Sharing knowledge **4/20** • Correcting a mistake **5/20** • Supporting a colleague **6/20** • Agreeing on ways of working **7/20**

ENGLISH FOR... • Education and training **1/20** • Health and safety **2/20** • Visualization **3/20** • Musicians **4/20** • Product design **5/20** • Fairtrade **6/20** • Personal protective equipment **7/20**

ENGLISH ON THE MOVE • Leaving a hotel **1/20** • A helicopter flight **2/20** • Preparing for a formal occasion **3/20** • Problems at a restaurant **4/20** • Working from home **5/20** • Technical problems in a videoconference **6/20** • The London cable car **7/20**

GRAMMAR • Probability **1/20** • Personal pronouns **2/20** • Pronouns and gender

bias **3/20** • Negation (1) **4/20** • Negation (2) **5/20**

SHORT STORY • The Impressions (4) **1/20** • The Impressions (5) **2/20** • The Impressions (6) **3/20** • Viktorija's secret **4/20** • Romcom **5/20** • Angela's trumpet **6/20** • Something big **7/20** • Catchphrase **8/20**

TALKING FINANCE • The funny side of money **1/20** • The colour of money **2/20** • Green finance **3/20** • The coronavirus crisis **4/20** • The business of bonds **5/20** • Value added tax **6/20** • A Hamiltonian moment? **7/20** • Exponential growth **8/20**

VOCABULARY • Individual mobility **1/20** • Public transport **2/20** • An office supply store **3/20** • A bicycle repair shop **4/20** • A chemical lab technician **5/20** • An excavation site **6/20** • A photo shoot **7/20** • A Christmas decorations shop **8/20**



- The language of entertaining (no. 61), **1/20**
- BOOKLET: Schimpfen im Beruf, **2/20**
- The language of digital marketing (no. 62), **3/20**
- The language of feedback (no. 63), **4/20**
- The language of education (no. 64), **5/20**
- The language of trends (no. 65), **6/20**
- The language of working remotely (no. 66), **7/20**

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