

WORKING WORLD

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The latest from the world of business

GLOBAL BUSINESS

- 10 Fashion How Harris Tweed gave itself a radical new image advanced
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- 19 Business Press Behind the headlines advanced
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Should Britain leave the EU?

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- 36 Toolbox Ken Taylor answers communication questions medium
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How to structure your language learning

LANGUAGE SECTION

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- 64 Tips and Trends medium
Advice on how to advance your career

International transcription

Most words in *Business Spotlight* are transcribed in British English.

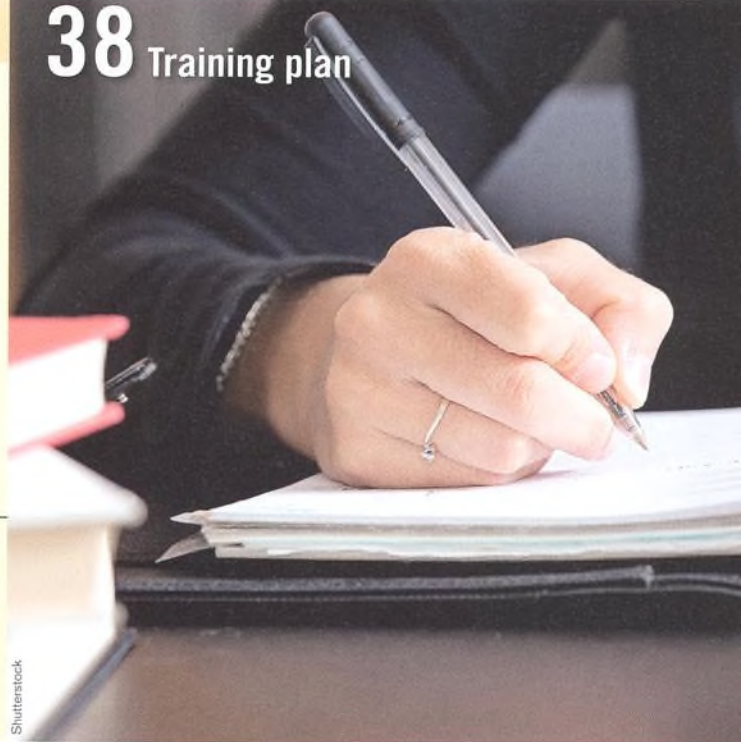
i:	peak	eɪ	late	p	paper	ʃ	shoe
ɪ	tip	aɪ	night	b	basket	ʒ	measure
e	step	ɔɪ	boy	t	table	tʃ	chair
æ	pack	aʊ	town	d	desk	dʒ	journey
ʌ	cut	əʊ	show	k	coin	h	head
ɑ:	task	ɪə	clear	g	gain	m	make
ɒ	stock	eə	hair	f	far	n	north
ɔ:	law	ʊə	poor	v	video	ŋ	singing
ʊ	put			θ	think	r	rose
u:	spoon			ð	this	l	late
ə	alone, teacher			s	see	j	yellow
ɜ:	early, girl			z	zero	w	water

American pronunciation differs especially in the "r"-like character of some vowels (left), as well as other vowel differences (right).

ɚ	teacher	ɪr	clear	ɑ:	is often	æ	task, after
ɝ	early, girl	eər	hair	ɒ	is often	ɑ:	stock, modern

See our webpage for more details and sound samples.

38 Training plan



MANAGEMENT

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Georgina Cooper, online shop owner

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LANGUAGE IN BUSINESS SPOTLIGHT

Articles in the magazine use the style, spelling, punctuation and pronunciation of **British English** unless otherwise marked.

US American style, spelling, punctuation and pronunciation are used in these articles.

easy approximately at CEF level A2

medium approximately at CEF levels B1-B2

advanced approximately at CEF levels C1-C2

Articles are marked with their level of language difficulty. CEF is the Common European Framework of Reference for Languages. Texts not marked on this double page are at a medium level.

ifml.: informal or slang word or phrase

vulg.: vulgar word or phrase

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