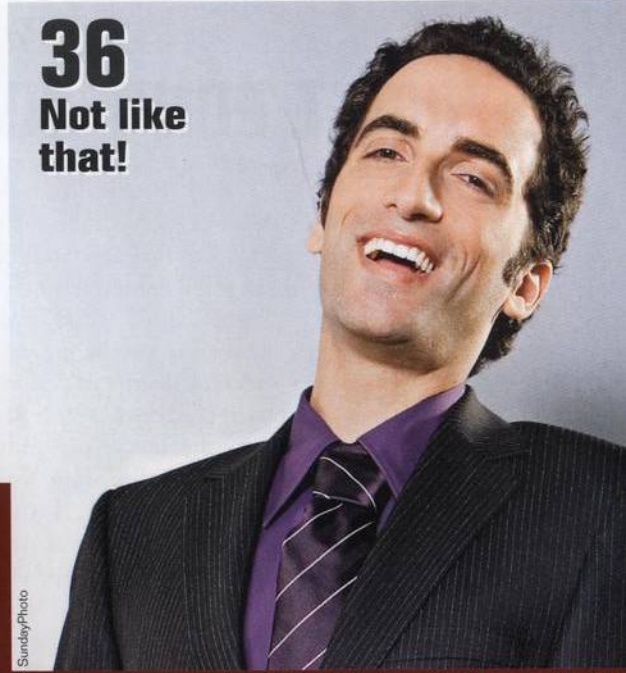


# 26

## Gateway to Africa

South Africa is a land of opportunity if you know how to do business there. A look at the cultural issues.



SundayPhoto

# 36

## Not like that!

There are many rules for making a good presentation. We show you why you should break them.

### WORKING WORLD

- 6 Names and News** all levels  
The latest from the world of business
- 10 My Working Life** easy  
Phillip Wellman, newsreader, Arabian Radio Network, Dubai
- 11 Office Blues**  
Kathrin Enke on the silly side of work

### LANGUAGE

- 12 Business English**  
➤ Teaching experts give tips on how to practise what you've learned

### GLOBAL BUSINESS

- 16 Retailing**  
The unusual story of Wall Drug, an American family business in South Dakota
- 20 Head-to-Head** difficult  
➤ Should the government nationalize all banks?
- 22 Business Press** difficult  
Comments from the world's media  
**Also:** Behind the Headlines
- 25 Spotlight on Germany** difficult  
Christian Merkl on what went wrong after reunification

### INTERCULTURAL COMMUNICATION

- 26 South Africa**  
➤ Doing business in the "Rainbow Nation"
- 31 Business English**  
What influences have formed the contemporary business English?
- 32 Dialogue**  
Two experts in lifestyle services speak about their jobs
- 34 The View from Here**  
Jessica Aldred on Iceland's endless source of renewable energy  
**Also:** Country File, Iceland

### BUSINESS SKILLS

- 36 Presentations**  
➤ Six things to avoid when giving presentations  
**Also:** A language survival guide to keep
- 43 The Write Way**  
Correcting mistakes
- 44 Say It in Style**  
➤ Expressing regret
- 45 On the Line** easy  
➤ How to give bad news on the telephone
- 46 Meeting Point**  
Keeping control of international business meetings

### CAREERS

- 48 Personal Check**  
➤ How employable are you?
- 55 The Job Doctor**  
Getting your boss to like you

### MANAGEMENT

- 56 Spirituality**  
➤ Managers are turning to religion to find meaning in their lives
- 60 What I've Learned**  
Harriet Lamb, head of Fairtrade UK
- 62 Business Basics** difficult  
What is... core competence?
- 63 Executive Eye**  
Adrian Furnham on creative people

### TECHNOLOGY

- 64 Pharmaceuticals** difficult  
A new test for counterfeit drugs
- 66 Language Focus** difficult  
➤ Hydraulic systems
- 68 Innovations** difficult  
New product developments
- 69 Technically Speaking**  
Six trends that will change lives

- Cover topics

## LANGUAGE SECTION

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- 70 **Vocabulary:** the Underground **easy**
- 71 **Media Watch; Seen Recently** **difficult**
- 72 **Confusables; Tricky Translations**
- 73 **Language Cards:** pull out and practise
- 75 **Exercises:** test what you've learned **all levels**
- 76 **Grammar:** uses of "would"
- 78 **The Maine Event:** an office dialogue
- 79 **English on the Move:** getting to the airport
- 80 **English for...** higher education
- 82 **Authentic English:** verbs of obligation and necessity
- 83 **Financial English:** personal finance
- 84 **Legal English:** competition law **difficult**

## REGULAR SECTIONS

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- 3 Editorial
- 85 Tried and Tested
- 86 The Last Laugh **easy**

The logo for LINGEA, featuring the word "LINGEA" in a white, serif, all-caps font centered within a solid green rectangular background.

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