



12

Test your writing skills

You have to write a business e-mail or a report in English. How well can you express yourself? Find out in our test.



22

Jobs for Brits only?

Should employers favour domestic workers ahead of foreigners in a recession? Read two opposing views.

WORKING WORLD

- 6 Names and News** all levels
The latest from the world of business
- 10 My Working Life** easy
William Brauner, patisserie owner, Las Vegas
- 11 Office Blues**
Kathrin Enke on the silly side of work

TEST

- 12 Writing Skills**
➤ Test how good you are at expressing yourself clearly in business communication

GLOBAL BUSINESS

- 18 Blogs**
The *Business Spotlight* team recommend their favourite business blogs
- 22 Head-to-Head** difficult
➤ Should British jobs be reserved for British workers?
- 24 Business Press** difficult
Comments from the world's media
Also: Behind the Headlines
- 27 Spotlight on Austria** difficult
Julie Werdigier on the dilemma facing Austrian banks

INTERCULTURAL COMMUNICATION

- 28 Australia**
➤ Just how different is the Australian business culture from Germany's? We ask an intercultural expert
- 34 Dialogue**
Two retirement experts, one in New Zealand, the other in Finland, discuss their work
- 36 The View from Here**
Marketing expert Douglas Kaufman on how the Czech Republic can promote a strong national identity
Also: Country File, the Czech Rep.

BUSINESS SKILLS

- 38 Kick-off Meetings**
➤ A good start is essential to the success of a business project. We look at how to organize and run a first meeting effectively
Also: A language survival guide
- 45 Say It in Style**
Talking about time and deadlines with your colleagues
- 46 On the Line** easy
➤ How to say no politely on the telephone
- 47 Meeting Point**
The importance of summarizing in business meetings
- 48 Power Presentations**
➤ How to make a good first impression

CAREERS

- 50 Neurolinguistic Programming**
A tool for reaching career goals?
- 54 The Job Doctor**
Don't waste time. Do it now!
Learning to play office politics

MANAGEMENT

- 56 Social Innovation** difficult
A Spanish success story
- 58 What I've Learned**
➤ Roland Berger, head of Roland Berger Strategy Consultants
- 60 Business Basics** difficult
What is... leapfrogging?
- 61 Executive Eye**
Adrian Furnham: crisis management

TECHNOLOGY

- 62 Music and Math** difficult US
➤ Solving musical mysteries
- 64 Language Focus** difficult
Steel pipes
- 66 Innovations** difficult
New product developments
- 67 Technically Speaking**
Eamonn Fitzgerald on space events

LANGUAGE SECTION

- 68 **Vocabulary:** the bank **easy**
- 69 **Media Watch; Seen Recently** **difficult**
- 70 **Dictionary of Leasing Terms**
- 71 **Language Cards:** pull out and practise
- 73 **English on the Move:** at the hairdresser's
- 74 **Grammar:** "this" and "that"
- 75 **The Maine Event:** an office dialogue
- 76 **English for...** insolvency **difficult**
- 78 **Financial English:** Britain's taxes **difficult**
- 79 **Authentic English:** hedges and boosters
- 80 **Legal English:** company formation **difficult**

REGULAR SECTIONS

- 3 **Editorial**
- 81 **Tried and Tested**
- 82 **The Last Laugh** **easy**

LINGEA

Redakce **Business Spotlight** používá slovníky **Lingea**.

- **Cover topics**