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English for trade fairs

Trade fairs mean lots of walking — and lots of talking. Test your ability to represent your company in English.



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A tale of two countries

How well do you know the differences between British and Americans in business situations?

WORKING WORLD

- 6 **Names and News** all levels
The latest from the world of business
- 10 **My Working Life** easy
Fred Hunter, an Australian tour manager in the entertainment business

TEST

- 12 **Trade Fairs** all levels
You will be representing your company at a trade show. Is your English good enough for the job?

GLOBAL BUSINESS

- 18 **Profile** difficult
Dan Einwechter, Canadian owner of the trucking firm Challenger Motor Freight
- 22 **Head-to-Head**
Does foreign aid do more harm than good?
- 24 **Business Press** difficult
Comments from the world's media
Also: Behind the Headlines
- 27 **Spotlight on Germany**
Klaus Zimmermann, director of the Institute for the Study of Labor (IZA), on the benefits of immigration

INTERCULTURAL COMMUNICATION

- 28 **Britain and America**
They speak one language, but have very different work cultures. We speak to an expert on how the UK differs from the US
- 36 **The View from Here**
Marie Riese, a German graduate in International Peace and Security, talks about working in Indonesia
Also: Country File, Indonesia

BUSINESS SKILLS

- 38 **Consulting** difficult
Experts can come from both inside and outside a company. A look at how their roles differ
Also: A language survival guide to cut out and keep
- 45 **On the Line**
Dealing with angry callers
- 46 **Power Presentations**
The Endgame
- 48 **The Write Way**
A formal letter of resignation
- 49 **Meeting Point**
Leading a discussion
- 50 **Say It in Style**
Dietary requirements

CAREERS

- 52 **Sabbaticals**
Taking time off from your job
- 57 **The Job Doctor**
Choosing the right boss
- 58 **My Way**
Sophia McDonald, matchmaker

MANAGEMENT

- 60 **Hedge Funds** difficult
Financial-services firms move to the Swiss Alps
- 62 **Business Basics** difficult
Mission and vision statements
- 63 **Executive Eye**
Adrian Furnham on territorialism

TECHNOLOGY

- 64 **Data Storage** difficult US
We are generating more information than ever, but can we store it?
- 66 **Language Focus** difficult
Biocars

LANGUAGE SECTION

- 68 **Vocabulary:** the post room **easy**
- 69 **Media Watch:** language in the news **difficult**
- 70 **Dictionary of Leasing Terms**
- 71 **Language Cards:** pull out and practise
- 73 **English on the Move:** lost baggage
- 74 **Grammar at Work:** at, in, on **medium**
- 75 **The Maine Event:** an office dialogue
- 76 **English for...** life insurance **difficult**
- 78 **Financial English:** credit cards
- 79 **Authentic English:** taking turns
- 80 **Legal English:** commercial agency **difficult**
- 81 **Legal English:** reorganization process **difficult**

REGULAR SECTIONS

- 3 **Editorial**
- 92 **The Last Laugh** **easy**