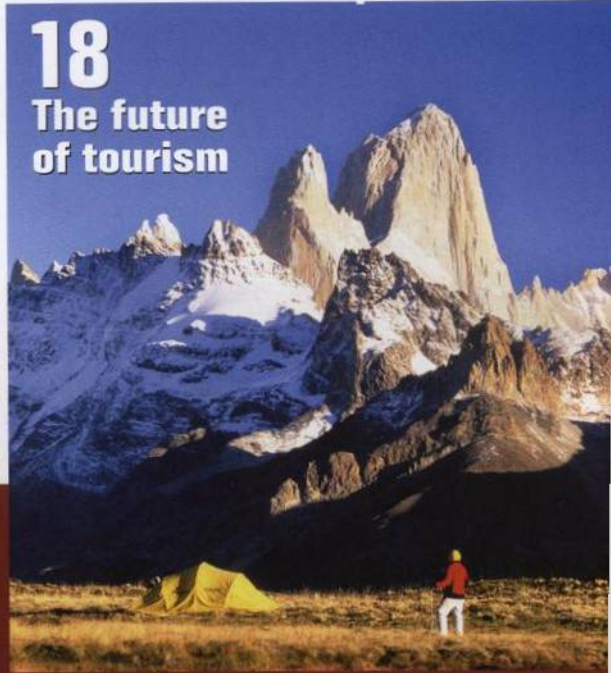




# 12

## The customer is king

Test your skills at keeping customers happy. This is one of the most important tasks in any company.



# 18

## The future of tourism

Is luxury tourism on its way out? Some experts believe that ecotourism will be the industry's future.

### WORKING WORLD

- 6 **Names and News** all levels  
The latest from the world of business
- 10 **My Working Life** easy  
Nick Robertson, head of Hawkforce, a British firm that helps to chase away unwanted birds

### TEST

- 12 **Customer Service** all levels  
It is not always easy to deal with customers. Find out how good your skills are with our test

### GLOBAL BUSINESS

- 18 **Tourism** medium  
We look at the latest trends in an industry that has been badly hit by the recession
- 24 **Head-to-Head** medium US  
Is it ever OK to lie in a job interview?
- 26 **Business Press** difficult  
Comments from the world's media  
Behind the Headlines difficult  
Media Watch Language in the news difficult

### INTERCULTURAL COMMUNICATION

- 30 **Virtual Teams** medium  
Expert advice on how to get the best performance from teams working in different countries
- 36 **Dialogue** medium  
Two business astrologers, one in the Netherlands and the other in Austria, discuss their work
- 38 **The View from Here** medium  
Vassil Malandris on the attractions of living and working on Kangaroo Island, Australia  
Country File Australia medium

### BUSINESS SKILLS

- 40 **Conference Calls** difficult  
How to make your conference calls in English more effective  
Language survival guide to cut out and keep medium
- 47 **On the Line** Leaving a voicemail message easy
- 48 **Say It in Style** Everyday problems medium
- 49 **The Write Way** medium  
Describing change in business reports
- 50 **Meeting Point** Preparing for negotiations medium
- 51 **Say It in Style** Congratulatory speeches medium
- 52 **Trade Show Expert** difficult  
Winning new customers and losing timewasters

### CAREERS

- 54 **Dealing with Job Loss** medium  
How to make a new start in your career
- 57 **The Job Doctor** Ways to find work medium US

### MANAGEMENT

- 58 **Journalism** difficult  
Student journalists in Britain
- 60 **What I've Learned** difficult US  
Edward Kennedy, the late US senator
- 62 **Business Basics** A balanced scorecard difficult US
- 63 **Executive Eye** Adrian Furnham on job cuts medium

### TECHNOLOGY

- 64 **Health and Medicine** The power of fruit difficult
- 66 **Language Focus** Robotics difficult

## LANGUAGE SECTION

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- |    |                                               |            |
|----|-----------------------------------------------|------------|
| 68 | <b>Vocabulary</b> At the dentist's            | easy       |
| 69 | <b>Language Cards</b> Pull out and practise   | all levels |
| 71 | <b>Dictionary of Leasing Terms</b>            |            |
| 72 | <b>Short Story</b> The cocktail               | medium     |
| 74 | <b>English on the Move</b> At the supermarket | medium     |
| 75 | <b>The Maine Event</b> An office dialogue     | medium     |
| 76 | <b>English for...</b> the media               | difficult  |
| 78 | <b>Financial English</b> Interest rates       | difficult  |
| 79 | <b>Authentic English</b> Politeness, grammar  | medium     |
| 80 | <b>Legal English</b> A law firm               | difficult  |
| 81 | <b>Legal English</b> Construction projects    | difficult  |

## REGULAR SECTIONS

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- |    |                       |      |
|----|-----------------------|------|
| 3  | <b>Editorial</b>      |      |
| 92 | <b>The Last Laugh</b> | easy |