



12
How do you learn best?

Do people learn languages in different ways? Experts give their views. Plus: a test to discover your learning style.



26
China and its cars

What do the Chinese expect from their cars? We look at the cultural aspects of China's automobile market.

WORKING WORLD

- 6 Names and News** all levels
The latest from the world of business
- 10 My Working Life** easy
Ida Jooste, head of Internews, an organization in Kenya that trains journalists

LANGUAGE

- 12 Learning Styles** all levels
Improve your business English by discovering how you learn most effectively

GLOBAL BUSINESS

- 18 Commodities Market** advanced
The high price of sugar has caused a number of problems worldwide
- 20 Head-to-Head** medium US
Should you tip despite bad service?
- 22 Business Press** advanced
Comments from the world's media
- Behind the Headlines** advanced
- Media Watch** advanced
Language in the news

INTERCULTURAL COMMUNICATION

- 26 China and Cars** medium
Zailiang Tang, a leading expert on the Chinese car industry, talks about this growing market
- 32 Dialogue** medium
Two prison chaplains, one in Jamaica and the other in Scotland, discuss their work
- 34 The View from Here** medium
India's poor fear new plans to map slums
- Country File** medium
India

BUSINESS SKILLS

- 36 Email** medium
How to use this essential management tool to build relationships and influence people
- Language survival guide** to cut out and keep
- 43 On the Line** medium
Preparing for a call
- 44 Trade Show Expert** medium
Prospects to customers
- 46 Say It in Style** easy
Saying goodbye
- 47 The Write Way** advanced
Stylish closing paragraphs
- 48 Meeting Point** medium
Responding to ideas

CAREERS

- 50 Positive Thinking** advanced US
Can happiness coaching inspire workers?
- 52 The Job Doctor** medium US
Whom can you trust?
- 54 My Way** medium US
Bob Bestors, publisher

MANAGEMENT

- 56 Family Businesses** medium
The secrets of long-term success
- 60 Business Basics** advanced US
Customer segmentation
- 61 Executive Eye** medium
Adrian Furnham on directors

TECHNOLOGY

- 62 Technical Documentation** medium US
Writing clear and simple texts
- 66 Language Focus** advanced
Packaging

LANGUAGE SECTION

- 68 **Exercices** Business Ethics **all levels**
- 69 **Language Cards** Pull out and practise **all levels**
- 71 **Dictionary of Leasing Terms**
- 72 **Short Story** Full moon **medium**
- 74 **English on the Move** Dental emergency **medium**
- 75 **The Maine Event** An office dialogue **medium**
- 76 **English for...** law enforcement **advanced US**
- 78 **Financial English** Profits **advanced**
- 79 **Authentic English** What I'm saying **medium**
- 80 **Legal English** Maritime law **advanced**
- 81 **Legal English** **advanced**
Branches and subsidiaries
in the Czech Republic

REGULAR SECTIONS

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