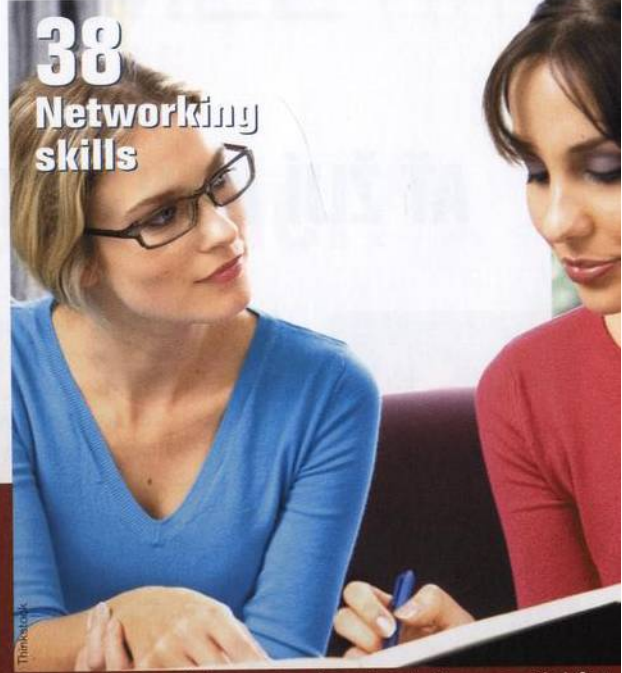




# 12

## Keeping it short

Business English is full of short forms of words and phrases. Test your skills in this key area.



# 38

## Networking skills

Developing a wide range of contacts is essential for success at work. How effectively do you network?

### WORKING WORLD

- 6 Names and News** all levels  
The latest from the world of business
- 10 My Working Life** easy  
Nefeli Polymeropoulou, hotel manager on the Greek island of Santorini

### TEST

- 12 Short Forms** all levels  
Test your knowledge of acronyms, abbreviations and other short forms used in business English

### GLOBAL BUSINESS

- 18 Urban Development** advanced  
The British supermarket chain Tesco is building schools and houses. A look at these Tesco towns
- 22 Head-to-Head** medium  
Should networking sites be banned from work?
- 24 Business Press** advanced  
Comments from the world's media  
Behind the Headlines  
Media Watch Language in the news

### INTERCULTURAL COMMUNICATION

- 28 Working with Mexicans** advanced  
What do you need to know when doing business in Mexico? We speak to two experts
- 34 Dialogue** medium  
Life is a circus: two insiders discuss Cirque du Soleil and the Acrobatic Swan Lake
- 36 The View from Here** medium  
Kathleen Becker on life in Lisbon  
Country File Portugal

### BUSINESS SKILLS

- 38 Networking** medium  
Being able to build business networks is a key skill. We show you how to do this effectively  
Language survival guide to cut out and keep
- 45 On the Line** Unwanted calls easy
- 46 Say It in Style** Likes and dislikes medium
- 47 The Write Way** Instructions medium
- 48 Trade Show Expert** Closing and following up advanced

### CAREERS

- 50 Multigenerational Workplaces** medium  
People of different ages often have problems working together. A look at possible solutions
- 55 Education** New degrees at UNYP advanced

### MANAGEMENT

- 56 Digital Advertising** advanced US  
Developments in the online business
- 58 What I've Learned** medium  
Advice from Nelson Mandela, South Africa's former president
- 60 Business Basics** advanced US  
Mergers and acquisitions
- 61 Executive Eye** Heart-sinking pessimists medium

### TECHNOLOGY

- 62 Speech Recognition** medium US  
Computers that understand what you say  
Eamonn Fitzgerald on ultradeep oil drilling

## LANGUAGE SECTION

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- |    |   |            |
|----|---|------------|
| 66 | <b>Vocabulary</b> In a shop                   | easy       |
| 67 | <b>Grammar at Work</b> Cleft sentences        | medium     |
| 68 | <b>Exercises</b> Leadership                   | all levels |
| 69 | <b>Language Cards</b> Pull out and practise   | all levels |
| 71 | <b>Dictionary of Leasing Terms</b>            | all levels |
| 72 | <b>Short Story</b> Survival rules             | medium US  |
| 74 | <b>English on the Move</b> Meeting parents    | medium     |
| 75 | <b>The Maine Event</b> An office dialogue     | medium     |
| 76 | <b>English for...</b> freight forwarding      | advanced   |
| 78 | <b>Financial English</b> Debt and borrowing   | advanced   |
| 79 | <b>Authentic English</b> Making decisions     | medium US  |
| 80 | <b>Legal English</b> Internet law             | advanced   |
| 81 | <b>Legal English</b> Exchanges of information | advanced   |

## REGULAR SECTIONS

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- |    |                       |      |
|----|-----------------------|------|
| 3  | <b>Editorial</b>      |      |
| 82 | <b>The Last Laugh</b> | easy |