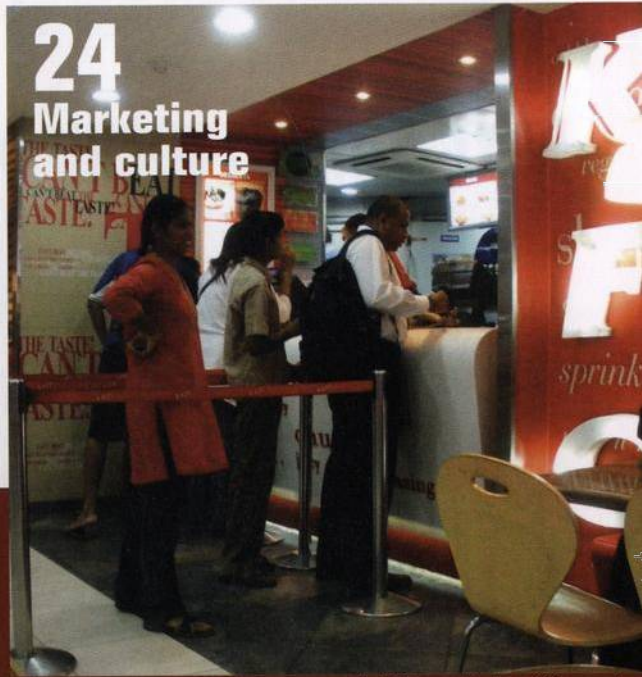


10

Test your grammar

If language were cooking, grammar would be the recipe and words the ingredients. Test your skills.



24

Marketing and culture

Products need to be promoted differently in different cultures. A look at the main factors to be considered.

WORKING WORLD

- 6 **Names and News** all levels
The latest from the world of business
- 9 **My Working Life** medium
Sara Ciantar, Canadian singer and songwriter

TEST

- 10 **Grammar** all levels
How skilled are you at using various parts of speech in English?

GLOBAL BUSINESS

- 16 **Mineral Exploration** advanced
Eric Anderson from Space Adventures plans to mine asteroids
- 19 **Business Press** advanced
Comments from the world's media
- 20 **Behind the Headlines**
- 21 **Media Watch** Language in the news medium
- 22 **Head-to-Head** medium US
Should illegal immigrants be allowed to work?

INTERCULTURAL COMMUNICATION

- 24 **Marketing across Cultures** medium
A look at the cultural factors firms need to think about when selling their products in different countries
- 30 **Dialogue** medium
A young New Zealander and a young German compare their careers in law
- 32 **The View from Here** medium
How to dress for doing business in Vietnam
- 33 **Country File** Vietnam

BUSINESS SKILLS

- 34 **Difficult Conversations** medium
How to manage different points of view
- 39 **Language survival guide** to cut out and keep
- 41 **Meeting Point** Good planning medium
- 42 **On the Line** Difficult calls easy
- 43 **Say It in Style** Languages and nationalities medium

CAREERS

- 44 **Dealing with Burnout** medium
The story of one person's fall into depression
- 48 **From Rejection to Success** medium
Lessons learned from rejection
- 50 **My Way** Paul Callister, rope-access expert medium
- 52 **The Job Doctor** Learning from rejection medium US

MANAGEMENT

- 53 **Business Basics** advanced US
Shared service centers
- 54 **Profile** advanced
Mark Thompson moves from the BBC to *The New York Times*
- 57 **Executive Eye** Tribal groups in the workplace medium
- 58 **What I've Learned** medium
British management expert Charles Handy

TECHNOLOGY

- 60 **Atomic Energy** advanced US
Thorium — a safer, cleaner nuclear fuel?
- 64 **Language Focus** Industrial standards advanced
- 66 **Innovations** New product developments advanced
- 67 **Technically Speaking** medium
Will robots one day write this column?

LANGUAGE SECTION

- | | | |
|----|--|------------|
| 68 | Vocabulary Agriculture | easy |
| 69 | Grammar at Work Collective nouns | medium |
| 72 | English on the Move Paying your share | medium |
| 73 | The Maine Event An office dialogue | medium |
| 74 | English for... broadcasting | medium |
| 76 | Financial English Compound interest | advanced |
| 77 | Authentic English Intensifiers | medium |
| 78 | Legal English Comparative law | advanced |
| 79 | Language Cards Pull out and practise | all levels |
| 81 | What's New? Products, sites, events | medium |

REGULAR SECTIONS

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