

CONTENTS

3/2018

The Big Picture

- 6 **United States** **M**
Camping at Walmart

Working World

- 8 **Names & News** **E M A**
The latest from the world of business

Cover story

Special: Besser Business-Englisch

- 14 **Language Learning** **M**
Tips for improving your business English, plus an interview with language expert Russell Mayne

Intercultural Communication

- 26 **Cuba** **M**
Finding creative solutions to life in a challenging country

Opinion

- 33 **One Question** **A**
What is the connection between social media and social health?

Language Test

- 34 **Negotiating** **E M A**
How to get a good deal in English

Language section

- 48 **Vocabulary** **E**
A shopping centre
- 50 **Easy English** **E**
Small talk
- 52 **Grammar** **M**
Using "can"
- 53 **Talking Finance** **A**
Trade tariffs
- 54 **Short Story** **M**
VUCA world!
- 56 **English on the Move** **E**
The Heathrow Express
- 57 **Language Cards**
To pull out and practise
- 60 **English for...** **M**
Weddings

Viewpoint

- 39 **It's Personal** **A**
Elisabeth Ribbons on using women as decoration

Business Skills

- 40 **Selling** **M**
How to sell yourself and your ideas
- 46 **Personal Trainer** **M**
Ken Taylor on strategies for effective emails

Technology

- 62 **Structural Engineers** **A**
Keeping buildings safe
- 66 **English 4.0** **M**
Data-driven medicine

Debate

- 68 **Head-to-Head** **A**
Should we all work a four-day week?

Careers & Management

- 70 **Unpaid Internships** **A**
Ending exploitation?
- 72 **How to...** **M**
Ask for a pay raise
- 73 **Executive Eye** **A**
Adrian Furnham on lunching with job applicants

Work & Relax

- 74 **In the Zone** **M**
Eating at work
- 76 **Away from Your Desk** **M**
Tips for your off-duty hours

Regular sections

- 3 **Editorial**
- 78 **Preview / Impressum**



14

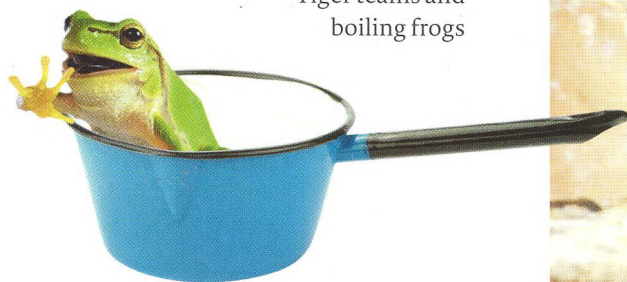
Special Feature

Expert ideas for learning business English

54

Short Story

Tiger teams and boiling frogs

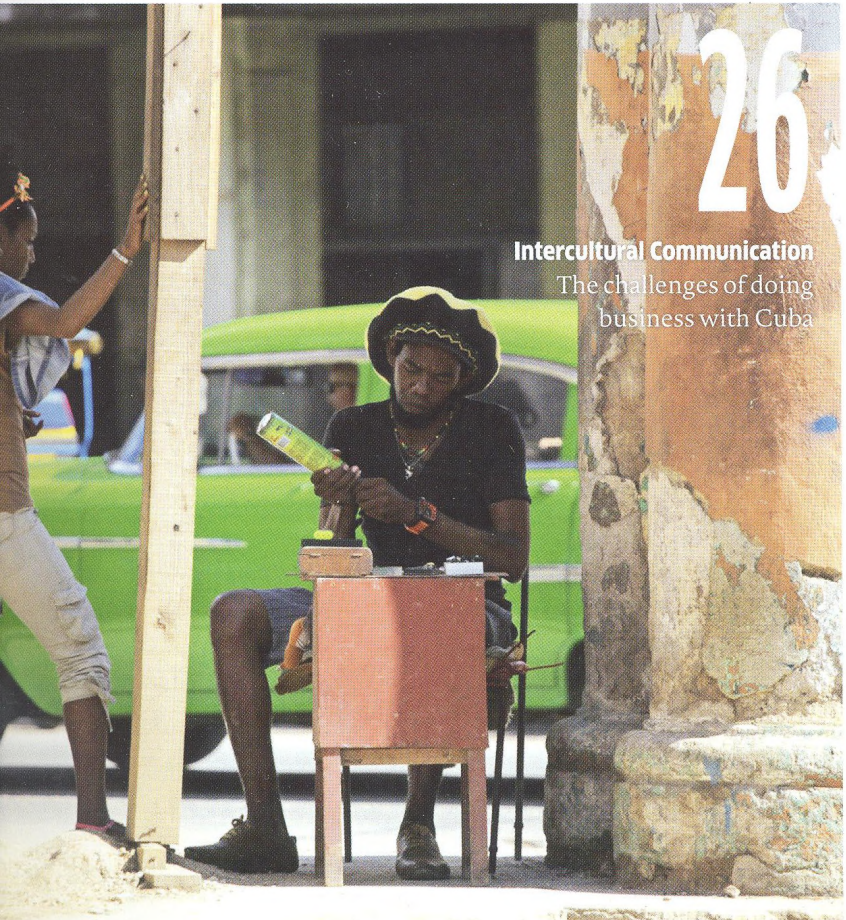


B ₃	E ₁
U ₁	N ₁
S ₁	G ₂
I ₁	L ₁
N ₁	I ₁
E ₁	S ₁
S ₁	H ₄
S ₁	

40

Business Skills

Key tips for selling your products, ideas and values at work



26

Intercultural Communication

The challenges of doing business with Cuba