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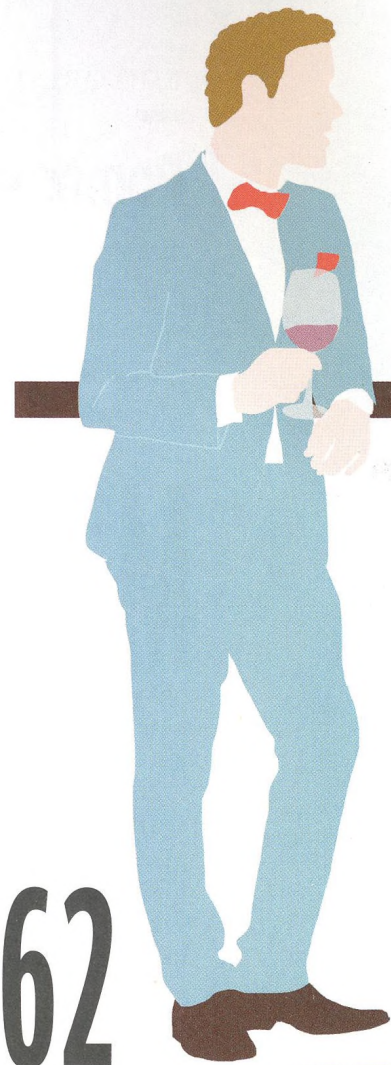
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### Careers & Management

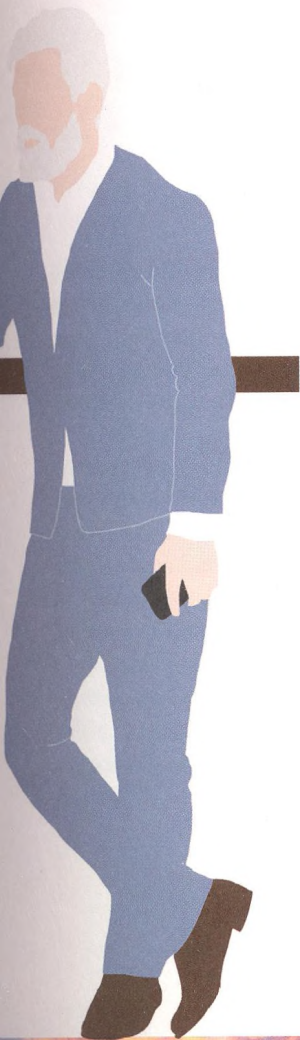
How a mentor can help you in your career

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### Viewpoint

Long hours and low productivity in Britain





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## Short Story

The mystery continues in the fourth part of "The Impressions"



# 22

## Intercultural Communication

New Zealand's beauty and challenges

Illustration: Kristýna Vladyková; Photos: iStock

## International transcription

Most words in *Business Spotlight* are transcribed in British English.

i:	peak	t	table
ɪ	tip	d	desk
e	step	k	coin
æ	pack	g	gain
ʌ	cut	f	far
ɑ:	task	v	video
ɒ	stock	θ	think
ɔ:	law	ð	this
ʊ	put	s	see
u:	spoon	z	zero
ə	alone, teacher	ʃ	shoe
ɜ:	early, girl	ʒ	measure
eɪ	late	tʃ	chair
aɪ	night	dʒ	journey
ɔɪ	boy	h	head
aʊ	town	m	make
əʊ	show	n	north
ɪə	clear	ŋ	singing
eə	hair	r	rose
ʊə	poor	l	late
p	paper	j	yellow
b	basket	w	water

American pronunciation differs especially in the "r"-like character of some vowels (left), as well as other vowel differences (right).

ɹr	teacher	ɑ:	is often
ɜ:ɹ	early, girl	ɒ	is often
ɪr	clear	æ	task, after
eɹ	hair	ɑ:	stock, modern

### Language in Business Spotlight

- ↔ Articles use the style, spelling, punctuation and pronunciation of British English unless otherwise marked.
- ↔ Articles that use the American style, spelling, punctuation and pronunciation are marked with "US".

**E**  
EASY

Approximately at CEF level A2

**M**  
MEDIUM

Approximately at CEF levels B1–B2

**A**  
ADVANCED

Approximately at CEF levels C1–C2

CEF: European Framework of Reference for Languages

*ifml.*: informal word or phrase  
*vulg.*: vulgar word or phrase; *sl.*: slang word or phrase  
*non-stand.*: non-standard word or phrase  
 UK: chiefly British usage; US: chiefly North American usage



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