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LANGUAGE

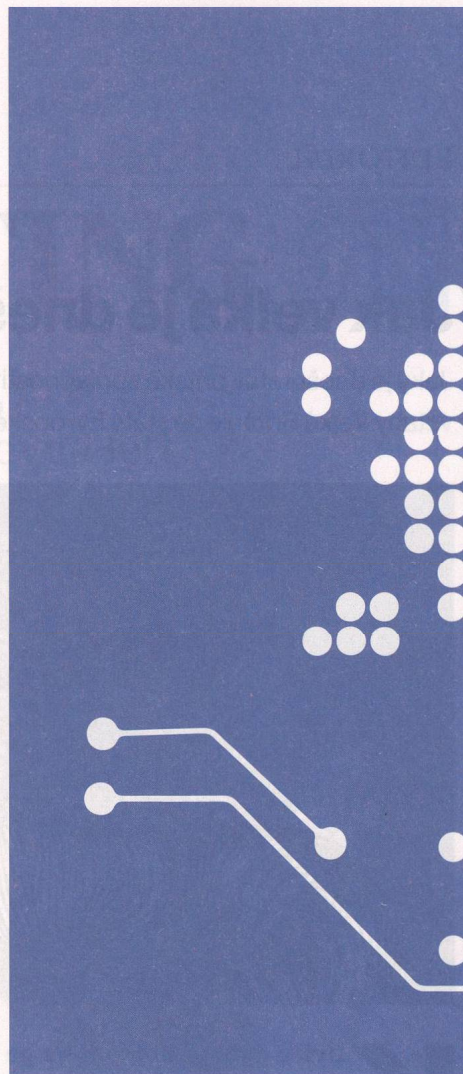
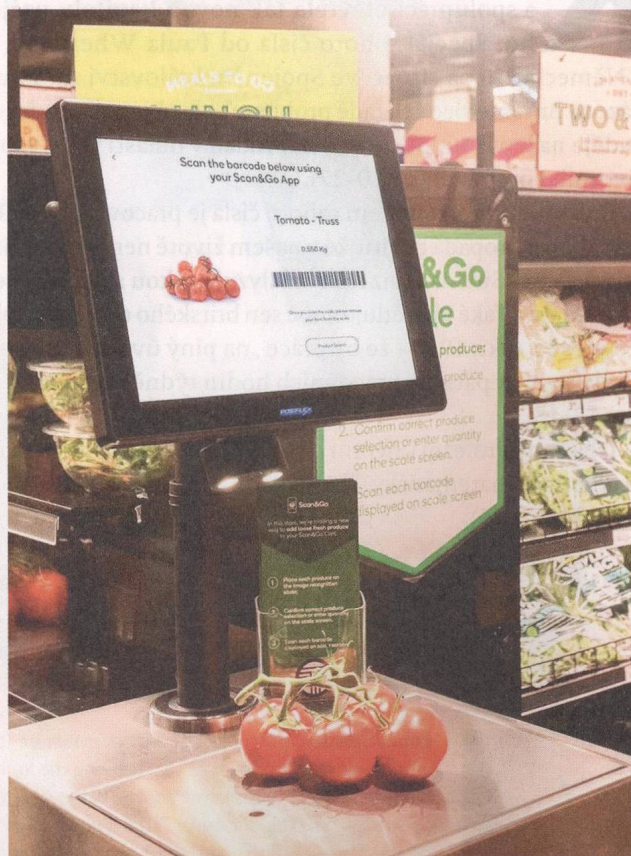
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“People don’t change, just get weirder?” The school reunion will show.



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

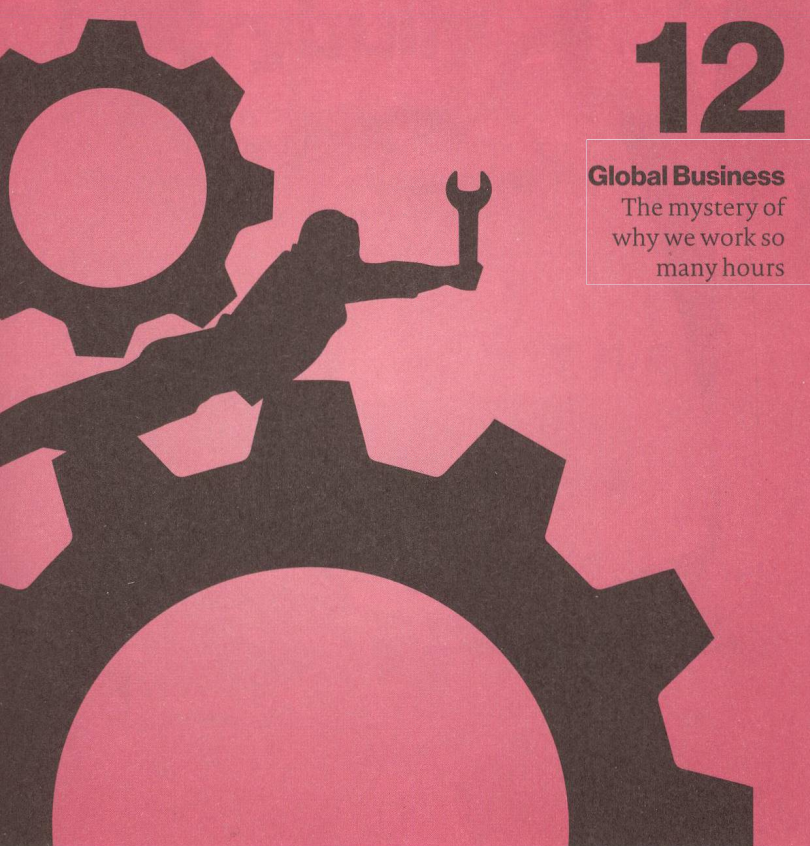
American pronunciation differs especially in the “r”-like character of some vowels (left), as well as other vowel differences (right).

ɚ	teacher	ɑ:	is often
ɜːr	early, girl	ɒ	is often
ɪr	clear	æ	task, after
eɚ	hair	ɑ:	stock, modern

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Global Business

The mystery of why we work so many hours



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	M MEDIUM	A ADVANCED
Approximately at CEF level A2	Approximately at CEF levels B1–B2	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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