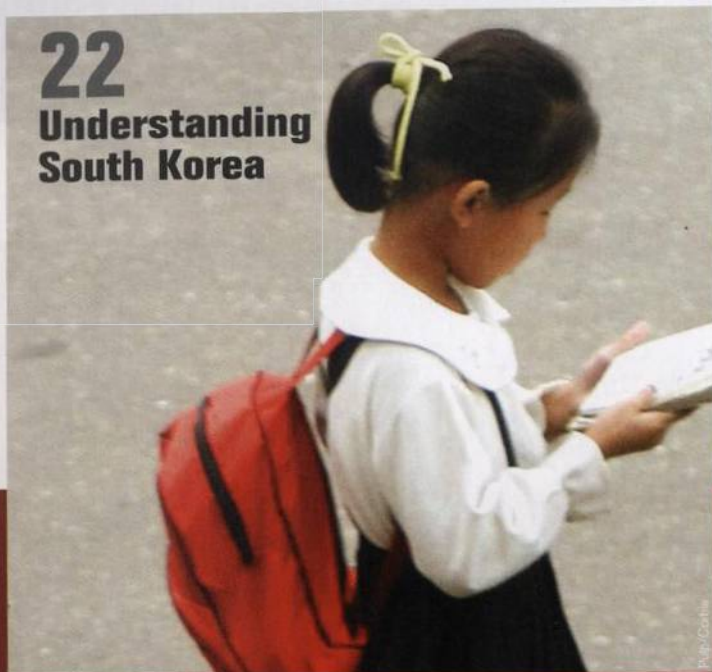
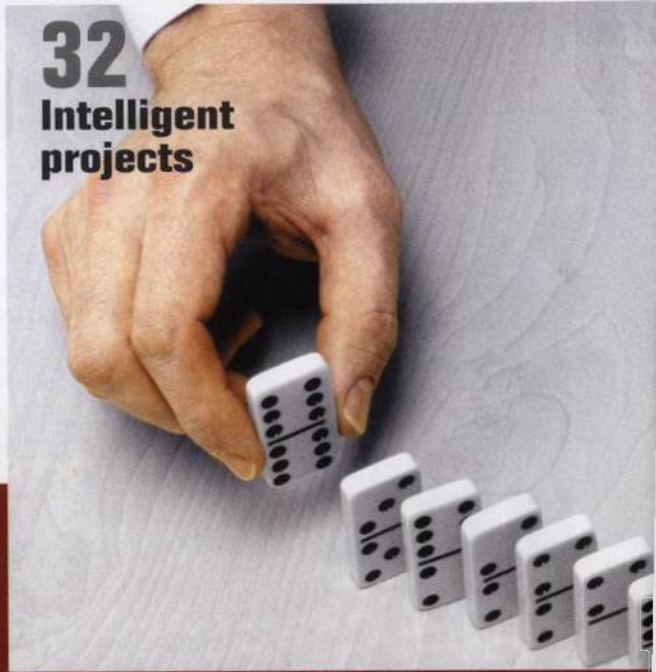


22 Understanding South Korea



By 2025, South Korea could become the world's third-richest country. Learn how to do business there.

32 Intelligent projects



Project management is a systematic way for companies to achieve results. We look at how it is best done.

WORKING WORLD

- 6 **Names and News** all levels
The latest from the world of business
- 10 **My Working Life** easy
Dorthe Rich-Byberg, Danish farmer in South Africa
- 11 **Office Blues**
Kathrin Enke on the silly side of work

GLOBAL BUSINESS

- 12 **Water** difficult
➤ How the world's rising use of water could develop into an explosive problem
- 16 **Head-to-Head** difficult
Are lotteries a hidden tax on the poor?
- 18 **Business Press** difficult
Comments from the world's media
Also: Behind the Headlines

INTERCULTURAL COMMUNICATION

- 22 **South Korea**
➤ Tips on how to do business in one of the fastest-growing economies in Asia
- 28 **Dialogue**
A German and a British small-business owner discuss their work
- 30 **The View from Here**
Giora Ben-Zeev in Israel, head of kibbutz company Shamir Optical
Also: Country File

BUSINESS SKILLS

- 32 **Project Management**
➤ We examine the fundamentals of managing projects and look at the key factors for success
Also: A language survival guide to pull out and keep
- 39 **The Write Way**
How to give good customers bad news
- 40 **Say It in Style**
Talking about health and illness at work
- 41 **On the Line** easy
Understanding native speakers on the telephone
- 43 **Meeting Point**
➤ Tips on how to get a business meeting started

CAREERS

- 44 **The Best Workplaces** difficult
➤ What makes an employer attractive? A special report
- 49 **The Job Doctor**
➤ How to ask for a higher salary
- 50 **My Way**
Brooke Brantley, frozen-food chef

MANAGEMENT

- 52 **Innovation**
➤ An interview with Larry Keeley on what being innovative means
- 56 **What I've Learned**
Peter Lorange, former head of IMD
- 58 **Business Basics** difficult
What is... a limited company?
- 59 **Executive Eye**
Adrian Furnham on delegating

TECHNOLOGY

- 60 **Computer Crime** difficult
Are cheap laptops a security risk?
- 64 **Language Focus** difficult
Machine tools
- 66 **Innovations** difficult
New product developments
- 67 **Technically Speaking**
The first electric car network

LANGUAGE SECTION

- ▶ 68 **Vocabulary:** at reception easy
- 69 **Word Watch; Seen Recently** difficult
- 70 **False Friends; Tricky Translations**
- 71 **Language Cards:** pull out and practise
- 73 **Exercises:** test your English
- 74 **Grammar:** punctuation
- 76 **The Maine Event:** an office dialogue
- 77 **Vocabulary page:** key words to learn
- 79 **English on the Move:** at a restaurant
- 80 **English for...** health insurance difficult
- 82 **Authentic English:** using “if”
- ▶ 83 **Financial English:** going public difficult
- ▶ 84 **Legal English:** the business of law difficult
- 85 **Answers**

REGULAR SECTIONS

- 3 **Editorial**
- 42 **Classified ads**
- 85 **Tried and Tested**
- 86 **The Last Laugh** easy
- 86 **Masthead**

- ▶ **Cover topics**