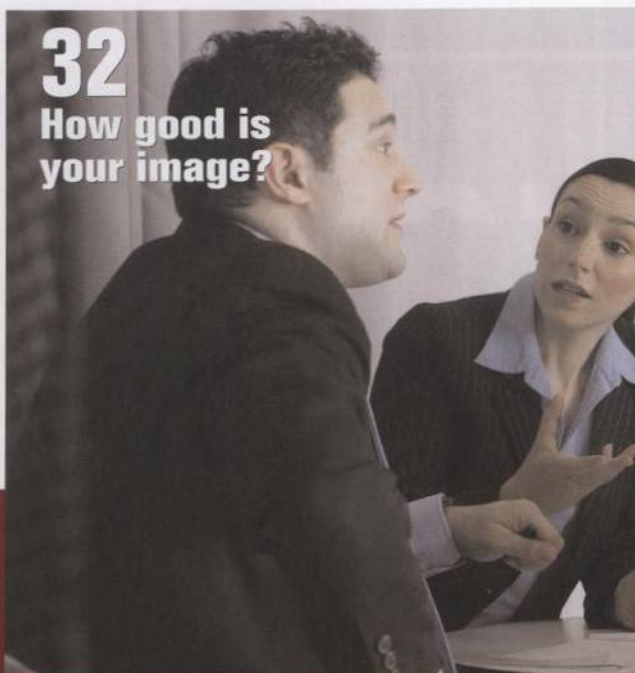


12

Test your negotiating

Negotiating well is an essential business skill. Find out how good you are with our special language test.



32

How good is your image?

You know your skills and strengths. But could you do more to brand yourself positively at work?

WORKING WORLD

- 6 Names and News** all levels
The latest from the world of business
- 10 My Working Life** easy
Ayurveda specialist
Gopal Gopalakrishnan
- 11 Office Blues** easy
Kathrin Enke on the silly side of work

TEST

- 12 Negotiating** all levels
➤ How well can you negotiate? Take our special language test to find out

GLOBAL BUSINESS

- 18 Economic Mafia**
American John Perkins talks about his dubious work with developing economies
- 22 Head-to-Head**
➤ Should companies have dress codes?
- 24 Business Press** difficult
Comments from the world's media
- 27 Spotlight on Switzerland** difficult
Richard Murphy on the ethics of Swiss banks

INTERCULTURAL COMMUNICATION

- 28 Dialogue**
Forensic scientists from Canada and Taiwan compare their jobs
- 30 The View from Here**
Ed Ewing on how organic farming can help to solve the problems of Cuban agriculture
Also: Country File

BUSINESS SKILLS

- 32 Personal Branding**
➤ Companies promote their products carefully. You can do the same for yourself and your career
Also: A language survival guide to keep
- 39 The Write Way**
How good is your vocabulary? A look at confusing words
- 40 Say It in Style**
Explaining how things work
- 41 On the Line** easy
Five essential steps for effective phone calls
- 43 Meeting Point**
The importance of defining key roles in business meetings

CAREERS

- 44 Generation Y**
Young people who don't want work to define their lives
- 49 The Job Doctor**
➤ How to be your own coach
- 50 My Way**
Jože Pečecnik, Slovenian millionaire

MANAGEMENT

- 52 Corporate Philanthropy** difficult
Giving money to good causes
- 56 What I've Learned**
➤ The Dalai Lama
- 58 Business Basics** difficult
What is... competitiveness?
- 59 Executive Eye**
Adrian Furnham on training

TECHNOLOGY

- 60 Neuroengineering** difficult
➤ Creating new brainpower
- 64 Language Focus** difficult
Warehousing
- 66 Innovations** difficult
New product developments
- 67 Technically Speaking** difficult
Experiments with DNA

LANGUAGE SECTION

- 68 **Vocabulary:** the trade fair **easy**
- 69 **Media Watch; Seen Recently** **difficult**
- 70 **Confusables; Tricky Translations**
- 71 **Language Cards:** pull out and practise
- 73 **Exercises:** test what you've learned
- 74 **Grammar:** introductory "there" and "it"
- 76 **The Maine Event:** an office dialogue
- 77 **Vocabulary page:** key words to learn
- 79 **English on the Move:** money
- 80 **English for...** labour relations **difficult**
- 82 **Authentic English:** types of conversation
- 83 **Financial English:** buying property
- 84 **Legal English:** selling goods **difficult**

REGULAR SECTIONS

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

- **Cover topics**