# CONTENTS

5/2021

### **TRENDS**

6 Names and News E M
The latest from the business world

**10 Global Business** A
The future of business travel

**15** Women at Work M

A female astronaut as a role model

16 Global Business A
Trends in corporate sustainability

21 Women at Work M
A caregiver from Georgia

22 Head-to-Head A
Should the right to roam in England be extended?

24 Science A
Why do hummingbirds hum?

#### COMMUNICATION

26 Business Skills M

Advice on how to get effective feedback

30 Intercultural Business M Understanding your Chinese business partners

34 Intercultural Business A
How a tourist guide from
Peru adapted his business

38 Culture Comment A

Peter Franklin on the role of humour at work

**40 Culture Comment** A
Peter Franklin on cultural values and influencing

## CAREERS

**42 Business English** The future of business English training

**47 Career Coach** M

Bo Graesborg on showing how good you are

48 Finance A
The importance of controlling in organizations

53 One Question M

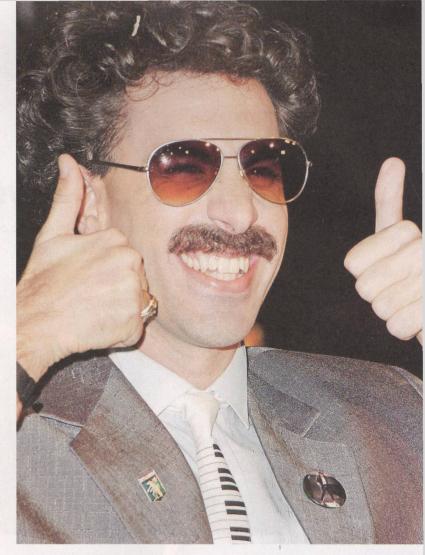
Who is our mystery person?

**54 Leadership** The challenges of managing digital transformation

### LANGUAGE

58 English for... E Summer Olympics

60 Short Story M Pitch perfect



26

#### **Business Skills**

The right feedback can improve your performance

**62 Skill Up!** M
Talking about sustainability

**64 Talking Finance** A Understanding business-babble

**65 Key Words** Ken Taylor explains "tipping point"

66 Short Story M Nudge

68 Test EMA Assess your language skills

#### **REGULAR SECTIONS**

3 Editorial

71 Preview / Impressum



21

Women at Work

The sacrifice of caregivers who work abroad





24

# Science

How do hummingbirds make their sound?

