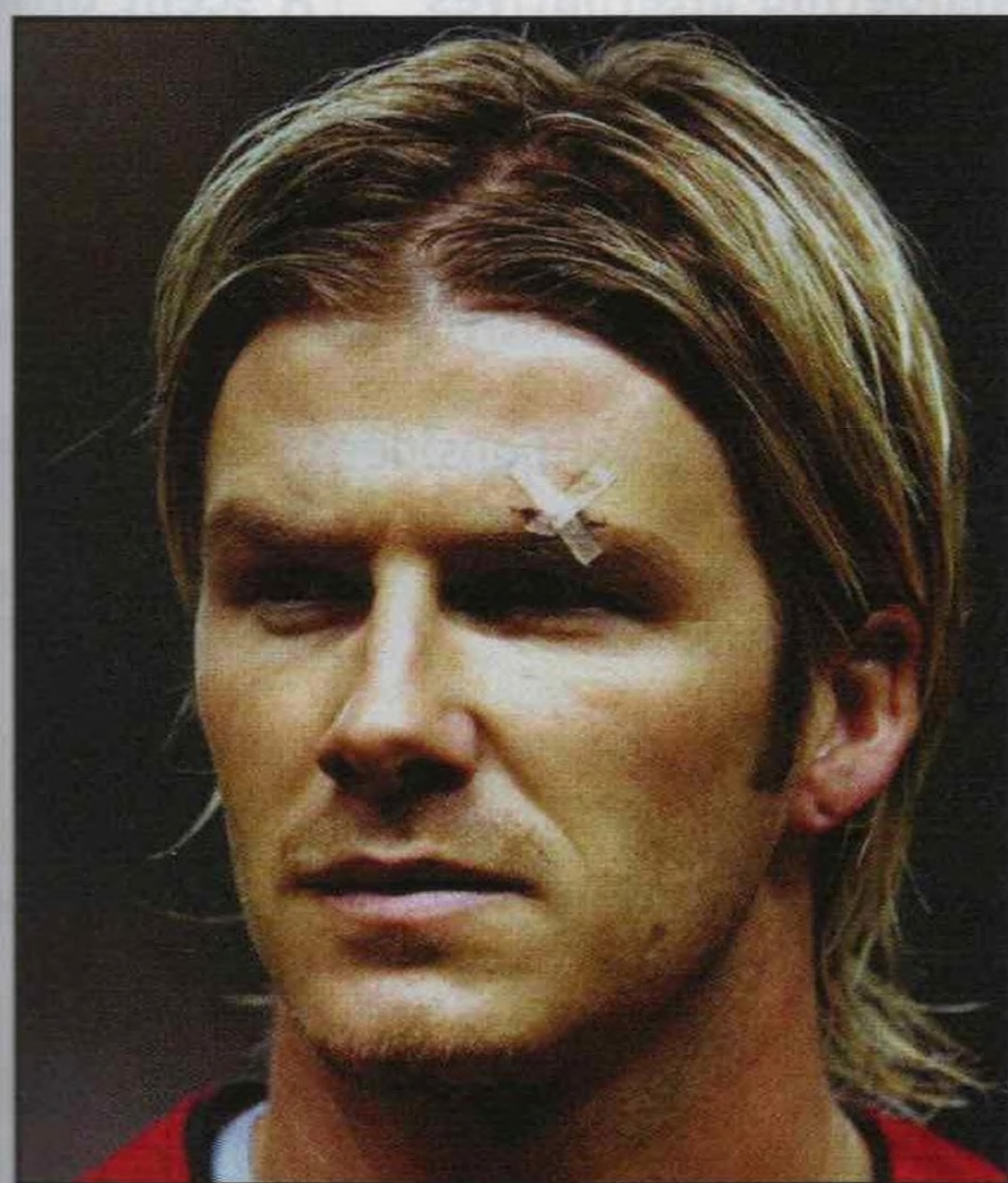




Company structure

A matter of choice

The world of lifetime employment in large hierarchical and bureaucratic organisations may be dead, but where is the modern company taking us? A new generation of online companies and networked entrepreneurs is forcing the survivors of the industrial age to merge into giant companies as powerful as nation states. But in an uncertain world only the fittest will survive. **Page 9.**



Fear and management

Terrorising the talent

The football dressing room may be the last refuge of old-style management techniques, but when Britain's most beautiful and skilful footballer was photographed with a wound above his eye inflicted by his manager, the nation asked 'Does fear really motivate?' **Page 17.**

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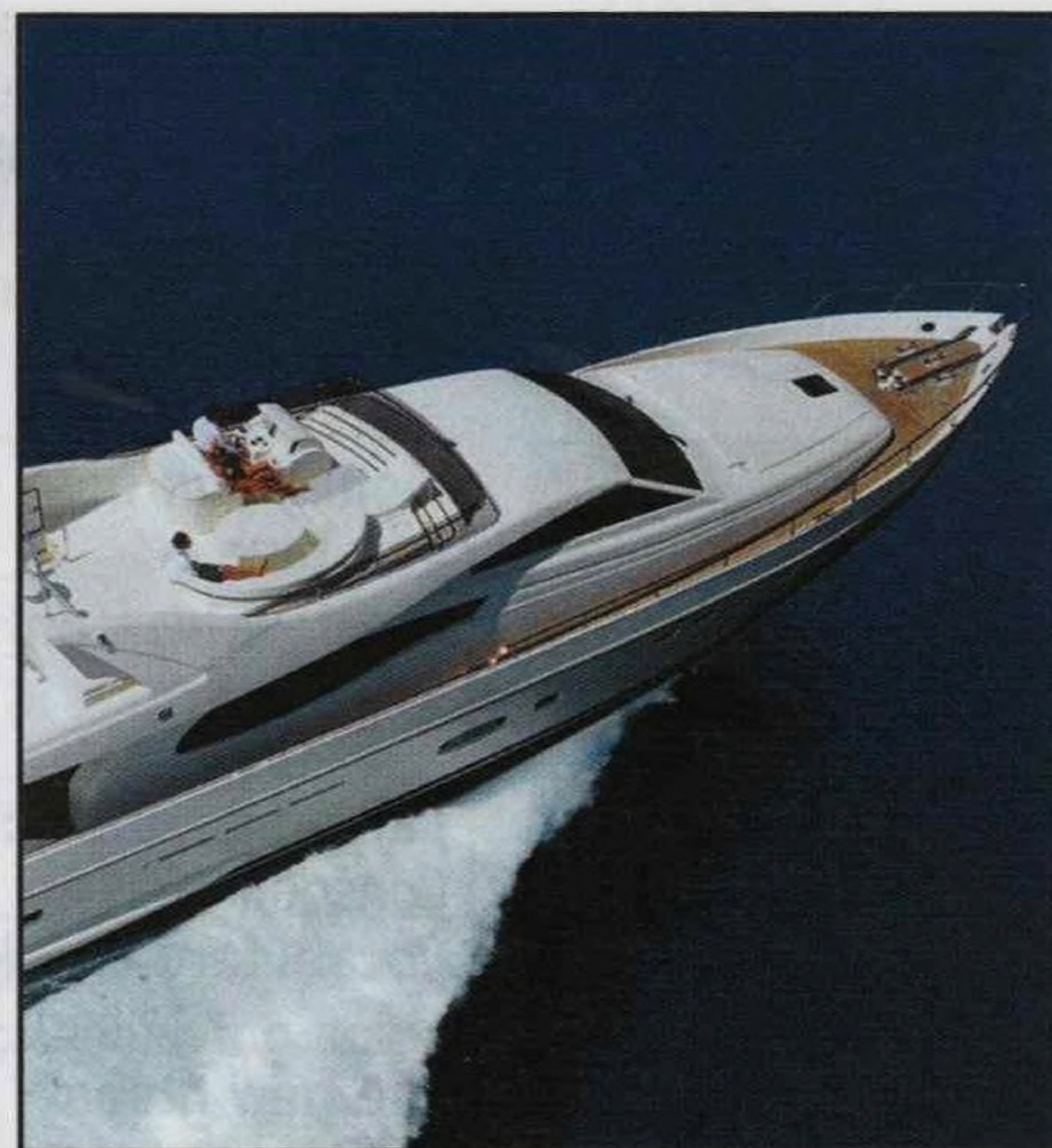
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Marketing brands

Seducing the masses

Once a simple guarantee of quality, brands now appeal to emotions and represent aspirations of a better lifestyle. In the new global economy they represent a huge portion of the value of a company, but are increasingly cynical and brand-weary customers seduced by this approach? **Page 51.**

Intelligent Business

Style guide

Intermediate
Business English

Timesa Trapp / Graham Tullie

Learning to write well in a foreign language is one of the most difficult challenges facing the language learner. This pocket-sized style guide will help you find the right words, use an appropriate style and write effectively. **See inside the back cover.**