



Business Spotlight

**BESSER
BUSINESS-
ENGLISCH
LERNEN!**

77

TIPS

from leading
language
experts —
including
our readers

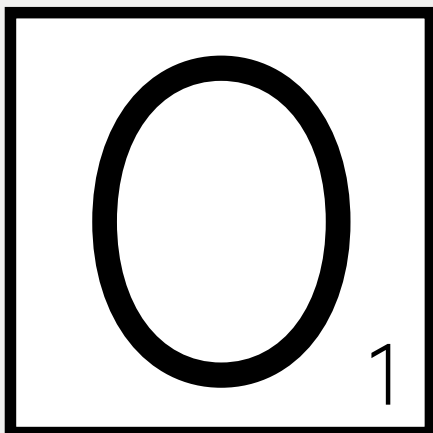
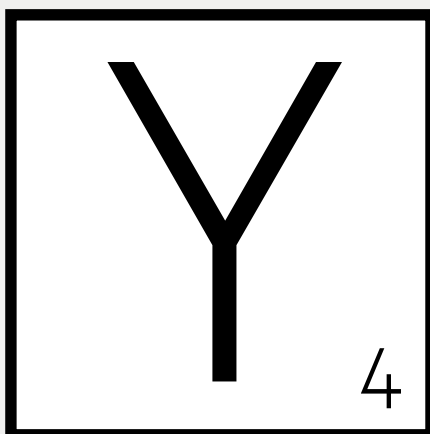
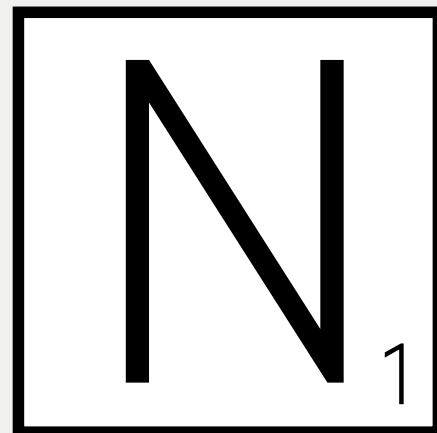
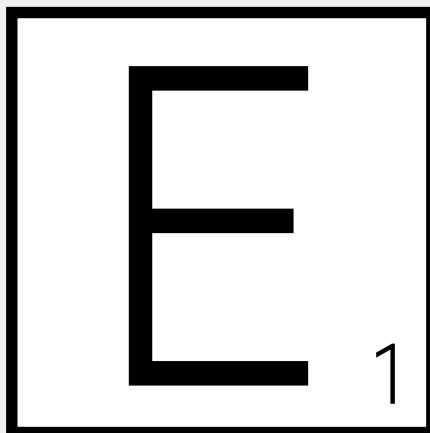
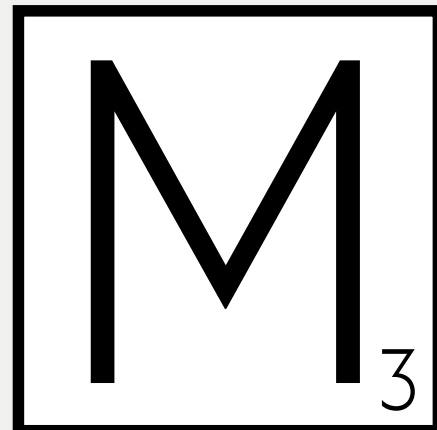


FREE

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SKILL UP!

The language of
socializing



BITTE UMBLÄTTERN!

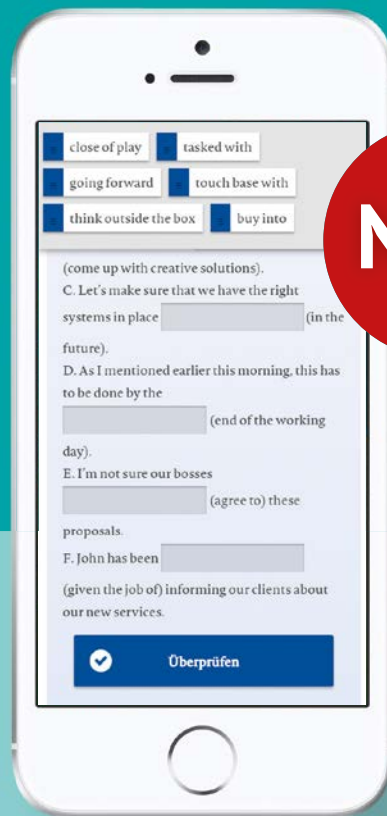


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In this issue, we have a special focus on tips for learning business English, and present two innovations that will help you to do so.

Assume that you had little difficulty solving our word puzzle on the magazine's cover. But there are **many five-letter words other than "money" that are important in the business world.** These include "deals" (the topic of our language test on negotiating, see p. 36), "sales" (the subject of Bob Dignen's Business Skills article; p. 42) and "lunch" (the topic of both our Executive Eye column, p. 77, and our In the Zone section, p. 78). And then, of course, there is the word "learn". This is the subject of our special cover feature (p. 14), in which leading language experts, some of them our readers, **give their personal tips for improving your business English.** We are sure you will find these tips useful, and if you have others that you would like to share, please send them to me at the email address below.

We also have two innovations to help you with your learning. First, **all the exercises in the language section of Business Spotlight and in Business Spotlight Plus can now be done interactively** in the digital versions of these products. For more details, see the advertisement on the facing page and go to www.business-spotlight.de/interaktiv.

The second innovation is a **new collection of our popular Skill Up! booklets.** These provide the language you need in typical business situations such as meetings, presentations, making small talk or writing emails. You can now buy ten of these booklets in a special package (see p. 61) and take them with you wherever you go for work.



For details of our new collection, see page 61

Ian McMaster

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EDITOR-IN-CHIEF
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Short Story

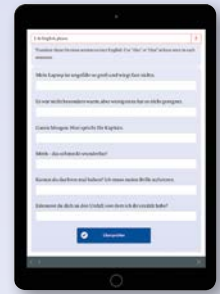
Tiger teams and boiling frogs



Neu: Interaktiv üben mit Business Spotlight

Sprachtraining mit Business Spotlight macht nun noch mehr Spaß,

denn ab sofort sind sämtliche Übungen digital und interaktiv verfügbar! Ob Lückentext, Multiple Choice oder Drag and Drop – unsere Übungen können Sie nun direkt in Ihrem digitalen Sprachmagazin oder Übungsheft Plus lösen.



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Als Abonnent der gedruckten Ausgabe erhalten das digitale Magazin **schon für 1€ im Monat.**

Weitere Informationen unter:
www.business-spotlight.de/interaktiv

Wir wünschen Ihnen viel Spaß beim Sprachtraining!

Ihr Business Spotlight-Team

Language in Business Spotlight

- Articles use the style, spelling, punctuation and pronunciation of British English unless otherwise marked.
- Articles that use American style, spelling, punctuation and pronunciation are marked with "US".

E
EASY

Approximately at CEF level A2

M
MEDIUM

Approximately at CEF levels B1–B2

A
ADVANCED

Approximately at CEF levels C1–C2

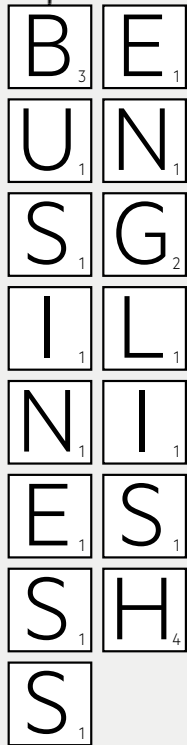
CEF: European Framework of Reference for Languages

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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Business Skills

Key tips for selling your products, ideas and values at work



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Intercultural Communication

The challenges of doing business with Cuba



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THE BIG PICTURE
USA

Camping at Walmart

MEDIUM US

Many people like camping because it gets them closer to nature. But the people who park their recreational vehicles (RVs) in Walmart parking lots are just looking for a cheap place to spend the night.

The U.S. retail chain allows people to park their vehicles at many — but not all — of their locations. “It’s not pretty,” says Chuck Woodbury of RVTravel.com. “The idea of staying at Walmart is to park for the night, to get some sleep and then move on.”

Walmart does not charge for parking, but “there is an expectation that you should buy something,” *The New York Times* writes. Photographers Mike Belleme and George Etheredge spent several nights in a rental van at Walmart stores. They photographed campers like Sunny in Asheville, North Carolina. “You’re going to see a lot folks out here running from something,” Sunny told them.

folks [foʊks*] ifml.
• Leute

parking lot
[ˈpɑːrkiŋ lɑ:t*] US
• Parkplatz

recreational vehicle (RV) [rekri,eiʃnəl ˈviːəkəl*] US
• Campingfahrzeug, Wohnmobil

rental van
[ˌrentəl ˈvæn] US
• gemieteter Kleinbus

retail chain
[ˈriːteɪl tʃeɪn]
• Einzelhandelskette

run from sth. [ˈrʌn frʌm*]
• vor etw. flüchten

* This symbol marks standard US pronunciation.

Foto: Mike Belleme/NYTimes/Redux/laif



Spending the night at Walmart: Sunny and his stuffed toy, Fabian





On the move:
no time to put on
make-up at home?

BRITAIN

EASY AUDIO PLUS

Commuter cosmetics move on

Do you put your make-up on in the car, bus or train? If so, you're not alone. According to market research, up to 67 per cent of British women put their make-up on during their commute to work.

Cosmetics companies have reacted to the trend by developing products that are easy to use. Australia's Lipstick Queen, for example, makes a lipstick that can be applied without using a mirror. Meanwhile, Pout Case, a British company, describes itself as "the world's first beauty phone case". The new product has a make-up palette that slides down from the back of the handset.

TV fashion expert Trinny Woodall (*What Not to Wear*) has introduced a line of stackable products called Trinny London. "I can do my entire make-up in two minutes without a mirror, in between Tube stops," Woodall says.

Tokyo's transport system has tried to stop women from doing their make-up on the move. But it's likely to be a losing battle.

Hollywood star Drew Barrymore recently posted a photo of herself putting on mascara on the New York subway. The Instagram photo was captioned "#commuterbeauty".

caption sth. ['kæpʃn]

• etw. mit einem Untertitel versehen

case [keɪs]

• hier: Etui, Hülle

commute [kə'mju:t]

• hier: Fahrt

commuter [kə'mju:tə]

• Pendler(in)

handset ['hændset]

• Mobilteil

line [laɪn]

• hier: Produktlinie

losing battle

[,lu:zɪŋ 'bætəl]
• verlorenes Unterfangen

market research

[,mɑ:kɪt ri'sɜ:tʃ]
• Marktforschung

on the move

[,ɒn ðə 'mu:v]
• hier: während der Fahrt

palette ['pælət]

• [wg. Aussprache]

pout [paʊt]

• Schmollmund

stackable ['stækəbəl]

• stapelbar

subway ['sʌbweɪ] US

• U-Bahn

Tube [tju:b] UK

• Londoner U-Bahn

What's in a name?

ADVANCED

Name-blind recruitment — a practice by which a job applicant's name does not appear on his or her application — is meant to ensure that minority applicants have an equal chance of being chosen for a job interview. But a Canadian **civil service** pilot project in which applicant names were hidden did not indicate any significant difference in the call-back rates for minorities as compared to whites.

The project involved 27 external job postings from 17 different departments. It resulted in a **sample** of 2,226 candidates, 685 of whom said they were **visible** minorities: the Canadian term for non-white. *The Toronto Star* reported that the

results cannot be generalized for the entire civil service “because the pilot [project] relied on departments that **volunteered** and used a **non-random** selection of external hiring processes”.

The government plans to do further **audits**. “We will continue to **push boundaries** in this area while maintaining the integrity of the federal public service’s **non-partisan** and **merit-based staffing system**,” said Patrick Borbey of the Public Service Commission of Canada. *The Star* notes that a 2012 study showed that applicants with “English-sounding names” were 35 per cent more likely to be called than those with Indian or Chinese names.



Job application: unfair with a name?

What's in a name?

[,wɒts in ə 'neɪm]
 • Ein Name ist Schall und Rauch.

audit ['ɔːdɪt] ▶ Prüfung

civil service [ˌsɪvəl 'sɜːvɪs]
 • öffentlicher Dienst

merit-based ['merɪt beɪst]
 • leistungsabhängig

name-blind recruitment

[,neɪm blænd rɪ'krut:mənt]
 • Personalanwerbung ohne Namensangabe der Bewerber(innen)

non-partisan

[,nɒn ,pɑːtɪ'zæn]
 • unvoreingenommen

non-random

[,nɒn 'rændəm]
 • nicht zufällig

push boundaries

[,pʊʃ 'baʊndəɪrɪz]
 • Grenzen erweitern; hier: neue Wege beschreiten

sample

['sɑːmpəl]
 • Auswahl

staffing system

['stɑːfɪŋ ,sɪstəm]
 • Einstellungsverfahren

visible

['vɪzəbəl]
 • sichtbar

volunteer

[ˌvɒləntɪə]
 • freiwillig teilnehmen

“
 I can't understand why people are frightened of new ideas. I'm frightened of the old ones
 ”



US composer
John Cage,
 (1912-92)

composer
 [kəm'pəʊzə]
 • Komponist(in)

PROFILE

A taste for adventure

MEDIUM



Teen explorer: Jade Hameister has skied to the North Pole, the Antarctic and Greenland

achievement

[ə'tʃiːvmənt]
 • Leistung

drawn: be ~ from sth.

[drɔːn]
 • von etw. hergeleitet werden

hat trick

['hæt trɪk]
 • Hattrick, dreimaliger Erfolg

icecap

['aɪskæp]
 • Eiskappe

meme

[mi:m]
 • Internet-Mem

sledge

[sledʒ]
 • Schlitten

trek

[trek]
 • Marsch; hier: (schwierige) Reise

They told her to make them a sandwich and so she did — at the South Pole. Jade Hameister, 16, is the youngest person ever to complete the so-called **Polar Hat Trick**. The teen explorer has skied to both the North and South poles, as well as crossing Greenland's largest **icecap**.

During her travels, internet trolls made sexist comments about her **achievements**, using the **meme** “make me a sandwich”. The meme is **drawn** from the idea that women belong in the kitchen.

Hameister reacted with humour. She posted a photo of herself at the South Pole, holding a sandwich. “I made you a sandwich (ham & cheese),” she wrote. “Now ski 37 days and 600 km to the South Pole and you can eat it.”

The young Australian's trip started in 2016. Her father and a two-member camera team from *National Geographic* made the **trek** with her, but she skied and pulled her own **sledge** without help. Now, Hameister is back home in Melbourne, where she has two more years of school to complete. She's working on a book about her experiences.

Good ideas

Die beiden Ideen, die wir hier vorstellen, haben eins gemeinsam:
Sie wollen unser Leben verbessern oder zumindest leichter machen.



MEDIUM



Full marks to...

...**BorrowMyDoggy of London, England**, for bringing dog owners and dog friends together. The dog-sharing service, which started in 2012, helps dog owners when they are unable to look after their pets. At the same time, it means that people without dogs “can spend quality time with one”, BorrowMyDoggy’s website states. “We call it a win-win (or a woof-woof) situation for everyone involved,” they add. BorrowMyDoggy was founded by Rikke Rosenlund, a former financial services expert. Rosenlund got the idea after taking care of a neighbour’s dog. “She soon realized that lots of dog owners could use a helping paw looking after their dog, and that there are thousands of people who would like to take care of a dog for free, simply because they love them.”

The dog-sharing idea has spread to other countries. Canada, for example, has one called Part Time Pooch. Participants take out a membership, with monthly prices varying from \$Can 7.50 to \$Can 15 (€5–€10). Dog owners and dog hosts can then contact each other, as well as post photos and details. In Australia, there’s a service called Dogshare.

“For those whose schedules make it hard to pay their dog enough attention, outfits like BorrowMyDoggy are a godsend,” writes Edward McBride, dog owner and Asia editor at The Economist. www.borrowmydoggy.com

Full marks to...

[,fʊl 'mɑ:ks tu]
• Die Bestnote erhält ...

doggy ['dɒgi] ifml.
• Wauwau

dog host
['dɒg həʊst]
• Hundesitter(in)

editor ['edɪtə]
• hier: Ressortleiter(in)

found sth. [faʊnd]
• etw. gründen

godsend
['gɒdsend]
• Geschenk des Himmels

outfit ['aʊtfɪt]
• Einrichtung

paw [pɔ:] ▶ Pfote

pet [pet] ▶ Haustier

pooch [pu:tʃ] ifml.
• Hündchen

quality time
['kwɒləti taɪm]
• bewusst miteinander verbrachte Zeit

schedule ['ʃedju:l]
• Terminplan

take sth. out
[,teɪk 'aʊt]
• etw. abschließen

woof woof
[,wʊf 'wʊf]
• wuff-wuff

Full marks to...

...**the UK government**,

for appointing a minister to deal with the problem of loneliness. The *Guardian* reports that Tracey Crouch (photo above), parliamentary undersecretary of state for sport and civil society, will lead “a government-wide group with responsibility for policies connected to loneliness”. The government will also provide funding for community groups.

The new ministry is the result of recommendations by the Jo Cox Commission on Loneliness. Cox, a 41-year-old Labour MP, was killed by a right-wing extremist in 2016; she had set up the commission before she died. Cox had worked to raise awareness of loneliness, a problem that, she said, “doesn’t discriminate” between young and old. According to research by the British Red Cross and the Co-operative Group, over nine million people in Britain are lonely. “For far too many people, loneliness is the sad reality of modern life,” Prime Minister Theresa May said in announcing the appointment.

Jo Cox’s husband, Brendan Cox, tweeted: “One of the awful things about losing Jo is knowing how much difference she would have made in the world. When the kids wake up this morning I’m going to tell them how — even though she’s not here — she’s still making the world a better place.”

Full marks to...

[,fʊl 'mɑ:ks tu]
• Die Bestnote erhält ...

appoint sb.
[ə'pɔɪnt]
• jmdn. ernennen

appointment
[ə'pɔɪntmənt]
• Ernennung

awful ['ɔ:fl]
• schrecklich

difference: make a -
[dɪfrəns]
• etw. bewirken

funding
['fʌndɪŋ]
• (finanzielle) Mittel

MP (member of parliament)
[,em 'pi:]
• Abgeordnete(r)

parliamentary undersecretary of state
[pɑ:lə,məntəri ʌndə'sekrətəri əv 'steɪt] UK
• parlamentarisches(r) Staatssekretär(in)

research
[ri'sɜ:tʃ]
• Forschung, Untersuchungen

tweet [twi:t]
• twittern



MEDIUM

WORD WATCHER

K Street

K Street is a major road in Washington, DC. A number of lobbyists and think tanks have their offices there, so it has come to stand for the lobbying industry: "Senator Johnson told CNN that his favourable vote had not been influenced by K Street."

cosplay

This word refers to the practice of dressing up in costume as a character from a film, book or video game. "Cosplay" originated with Japanese manga and anime characters: "This year, our department is going to Comic-Con in San Diego for the Pokémon cosplay."

anime character

['ænimɪˈkærəktə]
▶ japanische Zeichentrickfilmfigur

department

[di'pɑ:tmənt]
▶ Abteilung

dress up in costume

[ˌdres ʌp ɪn 'kɒstjʊ:m]
▶ sich kostürieren

think tank

['θɪŋk tæŋk]
▶ Denkfabrik

“
People
regret
far more
what
they don't
do rather
than
what
they do
”



GlaxoSmithKline CEO
Emma Walmsley, 48

CEO (chief executive officer)

[ˌsi: i: 'əʊ]
▶ Konzernchef(in)

regret sth.

[ri'gret]
▶ etw. bedauern



Englischhausen

6 Tage lang in Englisch eintauchen
... ohne Deutschland zu verlassen!

- „One-to-One“-Gespräche mit „Anglos“ aus der ganzen Welt
- Telefonkonferenzen, Präsentationen u.v.m.
- 70 Stunden intensives Training
- Rundum-Sorglos-Paket
- 4 Partnerhotels in Deutschland

Flüssigeres Englisch

Verbessertes Sprachgefühl

Gesteigerte Sprachsicherheit

Das sagen unsere Kunden:

- „maximale Effektivität... mit Spaß und Freude“
- „eine tolle Woche, eine tolle Lebenserfahrung!“
- „ein perfekt abgestimmtes Programm“
- „straff, abwechslungsreich und humorvoll gestaltet“



COMPARISON

Average number of hours that adults in the US currently sleep each night

6 hours
31 minutes

Average number of hours that adults in the US slept in 1942

7 hours
54 minutes

Sources: The Guardian; National Sleep Foundation (<https://sleepfoundation.org>); Gallup polling (www.gallup.com)

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