

Business English Magazine

July/August 2010

1. In Brief

- Apple Planting the Seed?6
Learn About Finance – The Warren Buffet Way ...7
Fishing for Answers.....8

2. Poland

- Keeping Football Grass Roots 9-10

3. Europe

- Euro Bailout 11-13

4. International

- Land of the Thunder Dragon opens up .. 14-15
The Armani Hotel 16-18
Indian Call Centres 19-21
It's back to square one for Toyota 22-24
The Largest Airline in the World 25-27

5. Money

- Brand New Marketing..... 28-30
Chinese Economy Overheating..... 31-33

6. Small Business

- Be the Customer34-36

7. Trends in Business and Business Lifestyles

- A Drug for Desire 37-39

- To Work or to Play? Google it! 40-42
Advertising to Planet Venus..... 43-45
Up in Smoke..... 46-47

8. Environment

- Biking Onwards..... 48-51

9. Business skills

- Juggling Businesses 52-54
Gaining Promotion 55-57

10. Business Language

- A Day in the Life of a Nobody 58-60
Property Test..... 61-64

11. Consumer Skills

- Lie Detector 65-67

12. Luxury Business

- Entertainment and Gadgets68-69

13. Business Technology

- Video Kills the Telephone Star 70-72
Get Grid of Wasted Energy..... 73-75
Glossary: Civil Liability..... 76-77