

Business English

Magazine

January/February 2012

IN BRIEF

Benetton vs. Benedict | 6

The Cost of Lying | 7

EUROPE

Europe's Economic Quandary | 8 **MP3**

INTERNATIONAL

Music Industry Changes its Tune | 11 **MP3**

Rocky Times for Rating Agencies | 14

Shrinking US Middle Class | 18 **MP3**

Fever for Fast Food | 22

BUSINESS PROFILE

Winning Wings: Dietrich Mateschitz | 27 **MP3**

Alan Sugar | 31

BUSINESS LIFESTYLES

The Adele Factor | 34 **MP3**

The Changing World of Art | 38

SMALL BUSINESS

The Real Deal | 42

A Tipple for Take-Off | 45 **MP3**

BUSINESS SKILLS

(Silver) Key to Creative Training | 48 **MP3**

Beating the Burnout | 51 **MP3**

More Than Just Trash Talk | 54

MANAGING PEOPLE

2012 Polish Work Predictions | 57

Skills Workshop – Managing Absence | 59

Coaching – from confusion to clarity | 61 **MP3**

Room 101 – Thinking Outside of The Box | 63

Mars – out-of-this-world engagement | 64

George's Short and Tall Tales | 67

ENVIRONMENT

Better off Biking | 68 **MP3**

TECHNOLOGY

Anybots: A New Era of Robots | 71 **MP3**

Mac Pro RIP? | 74 **MP3**

BUSINESS LANGUAGE

Language Test | 77

The Amazing Adventures of Billy Bull! | 79

READERS' CORNER

BEM Agony Aunt | 81

