

Business English

Magazine

November/December 2011

IN BRIEF

Avatar Attractions for Disney | 6

Reasons to be Cheerful (This Christmas) | 7

Fast Action in Europe | 8

Steve Jobs (1955-2011) | 9

POLAND

Shale We Dance, Dear Gas? | 9

EUROPE

Danish Economy Bounces Back | 14

Turmoil in Greece | 17 **MP3**

INTERNATIONAL

Powerful Women | 20 **MP3**

China's Sizzling Sex Industry | 23 **MP3**

Where Next for BP? | 26 **MP3**

BUSINESS PROFILE

More Than a Soap Oprah | 30

BUSINESS LIFESTYLES

Avon – The Building of a Brand | 33 **MP3**

More Than Just Beautiful | 34 **MP3**

The Home Office | 39

SMALL BUSINESS

Profiting From Pet Services | 42 **MP3**

BUSINESS SKILLS

Giving the Perfect Presentation | 45

Image is Everything | 48 **MP3**

Coaching Expatriate Managers | 51

MANAGING PEOPLE

Managing Generation Y | 54

George's Short and Tall Tales | 56

Social Media in Recruitment | 57

Management speak – Room 101 | 59

The Company Christmas Party – Treat or Trap? | 60

How to Give Feedback | 61

ENVIRONMENT

New Greenpeace Campaign | 62 **MP3**

Celebrity Stars Going Green | 65 **MP3**

BUSINESS LANGUAGE

Merger & Takeover Test | 69

A Day in the Life of a Nobody | 70

TECHNOLOGY

Top Times for TED | 74 **MP3**

Pros and Cons of Google+ | 78 **MP3**

READERS' CORNER

Rozwiązanie konkursu „Pomysł na biznes” | 80

BEM Agony Aunt | 81

