# Business English

March/April 2012

# IN BRIEF

Harmful on the Home Front | 6

Remembering to Relax | 7

All Rosy on the Apple Tree | 8

## **POLAND**

Poland in the Center of Attention | 9 MP3

## **EUROPE**

Mr. Euro and Super Mario | 12

Managing Music Sales | 16 MP3

#### INTERNATIONAL

Buying Democracy | 19 MP3

The Rebuilding of a Brand | 23

Dragon Babies: Good for Business | 26 MP3

Entrepreneurs of Necessity | 30

Sending Cash Home | 33 MP3

## **BUSINESS PROFILE**

Clarkson – Motormouth in Top Gear | 36 MP3

named in motormouth in representation

Marcia Kilgore | 40

## **BUSINESS LIFESTYLES**

The Big Budget Items | 43 MP3

Is Your Job a Thankless Task? | 46

# SMALL BUSINESS

The Seven Deadly Sins

of New Business Start-ups | 49 MP3

## **BUSINESS SKILLS**

Four-Day Working Week | 53 MP3

Tracking Down Tech Support | 56

Candidates are Key | 59 MP3

## MANAGING PEOPLE

Skills Workshop - How to be

a Positive Role Model | 62

Short and Tall Tales – Email Ban | 65

The Guru Review - Dale Carnegie | 66

Why Does Everybody Hate HR? | 68

Room 101 – Negative Profit | 71

#### TECHNOLOGY

The Next Generation of Motorcycles | 72 MP3

All Change at Yahoo | 75

## BUSINESS LANGUAGE

The Amazing Adventures of Billy Bull | 76

Language Test | 78

#### READERS' CORNER

Disinterested Team Workers | 81

