# Business English

# March/April 2013

#### IN BRIEF

Awarding Time for Tony Blair | 6

Google Gets Inside North Korea | 7

#### POLAND

Medical Tourism in Poland: Not Just a Haven for Plastic Surgery | 8 Thinking of Returning to School? | 12

INTERNATIONAL

Singapore Airlines – Not Just a Pretty Face | 16 MP3 A Prosperous Future for Saint Helena | 20 MP3

Keeping Up With Viagra | 24

Suits You Sir (and Madam)! | 28 MP3

# **BUSINESS PROFILE**

Catholic Church at the Crossroads? | 32

#### BUSINESS LIFESTYLES

Better Off Bored? | 38 MP3

High States of Stress | 41

#### MONEY

Bold Plans for Japan | 45

CEOs in Epic Fail | 48 MP3

# BUSINESS SKILLS

Viral Vids: Attracting an Audience | 52 MP3

# MANAGING PEOPLE

Guru Review: Stephen Covey | 55 MP3 Toilet Talk | 59 Skills Workshop: Using Clean Language at Work | 63 MP3 Business Talk: Sidestepping | 67 George's Short and Tall Tales: When the Penny Doesn't Drop | 68

#### TECHNOLOGY

Silicon Valley – A New Step for Equal Opportunities? | 70

# BUSINESS LANGUAGE

Language Test | 75 Billy Bull: Flower Power | 78

#### READERS' CORNER

Ask George – To Be or Not to Be Alone – This Is a Question | 81