

Business Spotlight

# Business Spotlight

ENGLISH FOR YOUR CAREER

**LEADERSHIP**  
The importance of intuition

**BUSINESS SKILLS**  
HOW TO COMPLAIN EFFECTIVELY

**HEAD-TO-HEAD**

Should we stop giving Christmas presents?

**CULTURE CORNER**

Are stereotypes harmful or helpful?



# Forward to the future

The car industry's uncertain road ahead

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EDITORIAL

## Challenges, challenges

The car industry is facing serious economic and environmental challenges. Christmas presents challenges of its own, too.



**O**ne term that I would definitely not use to describe myself is “petrol head”. This informal British expression refers to people who are very enthusiastic (or fanatical) about cars. Although I like the look of some cars more than others, they are all simply a means of transport to me — a way of getting from A to B. At the same time, **there is something fascinating about the challenges facing the car industry.** These include electrification, automation and the need to make cars more environmentally friendly and recyclable. Car industry expert Neil Briscoe examines these challenges on pages 10–14.

We have two Christmas topics in this issue. In our Head-to-Head section (pp. 16–17), Julian Earwaker asked experts **whether we should stop giving Christmas presents.** Their answers might surprise you. And for our latest Short Story, regular author James Schofield (see below), looks at an **unusual battle between two organizations that are in fierce competition and face a tough challenge.**

*Ian McMaster*

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**James Schofield** is a communication trainer based in Munich. His big interest is storytelling, mostly because he is insanely curious about the people he works with: “Everybody has a peculiar story to tell about themselves,” he says. “Even those who seem most boring. In fact, especially those people.”



Business Skills,  
interkulturelle  
Kompetenz,  
Sprachen

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**A**  
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*UK*: chiefly British usage; *US*: chiefly North American usage

