INTERNATIONAL BUSINESS SPEAKS ENGLISH

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Business is more global than ever before, especially as most of the world connects to the Internet. But while only five percent of the world's population speaks English as its native tongue, over half of all Web content is in English. And an extensive analysis by MIT found that most media are in English or being translated into English. It isn’t unusual that English functions as a connector for people who speak different languages. In other words, English is a global business broker.

Why is English in particular? It started with the world history.

British colonialism spread the English language around the globe as it was administratively imposed on the non-English speakers in these colonies. English started to become increasingly influential on the world-scene at the beginning of the Twentieth Century. It’s worth mentioning that English became the main language of communication in such organizations as NATO and the IMF.

So how many people in the world speak English?

English is spoken at a useful level by some 1.75 billion people worldwide – that’s one in every four of us. English is spoken as a first language by around 385 million in countries like the U.S. and Australia, about a billion fluent speakers in formerly colonized nations such as India and Nigeria. As for people actively learning how to speak English, there are an estimated 1.5 billion English-language learners today, a number that is expected to grow to 2 billion within 10 years, NPR reports.

More and more multinational companies are mandating English as the common corporate language. European aircraft manufacturer Airbus is one example, as is Japanese e-commerce firm Rakuten, French automotive company Renault, and Korean electronics firm Samsung. Smaller companies looking to expand into the global economy are also investing in English.

There are some obvious reasons why multinational companies are using one language to connect their workforce. It improves collaboration across global teams, helps to reach global markets and makes integrating foreign acquisitions easier. Technicians who have to phone for support in another country and receptionists who receive foreign delegations also need to be able to do certain parts of their jobs in English.

It’s important to note that this doesn’t mean English will replace local languages. Companies still need to serve markets locally; with globalization comes an increased need for localization.

What is “Standard” or “international” English?

As Business is done in English between people who are not necessarily native speakers of the language, a simplified version of English is now emerging. This version is sometimes called “standard” or “international” English. This new type of English for Business purposes is trimmed of all the non-essential grammatical structures and has a reduced common vocabulary. Phrasal verbs such as “go on” and “set up” are not as important as “continue” and “create”, for example, and knowledge of the difference between the present perfect and the past simple is no longer a priority in the training room.

The primordial objective of the business person using international business English is to communicate efficiently and effectively. Native speakers with their fast delivery, colloquial expressions and unclear pronunciation are feared in the business place as they have become the most difficult people to understand. The result of this is that native speakers may have to start learning how to speak a more communication-friendly form of their own language - i.e. international English.

It is also true to say that International English is easier to learn than other forms of English such as British English or American English. The result is that this standardized international version of English will become more and more prevalent in international business and training courses will have to reflect this reality.

Will another language replace English as the new language of international business communication?

It is improbable as Chinese, for example, is such a difficult language to learn and does not have the same world-wide spread as English. The predictions of Mandarin becoming the dominant global tongue are incorrect, in part due to simple issues of practicality. Standard QWERTY keyboards are designed for the Roman alphabet and can’t accommodate the 2,000 Chinese characters considered necessary to achieve even basic literacy in Mandarin.

But it goes further than just a keyboard. English cuts to the core of the computer's commands. The top 10 programming languages are all based on English. Python and Ruby, which are among the top 10, were created by native Dutch and Japanese speakers, respectively. This fact illustrates that nonnative English speakers adapt to learn and use English when trying to accomplish broad goals.

What does this all mean?

English facilitates the innovation economy because it allows individuals and companies around the world to communicate, and therefore collaborate toward a common vision or goal.

References:

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TAX AVOIDANCE: HOW TO CHANGE CORPORATE BEHAVIOUR?

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Public confidence in governments' ability to make sure big business contributes its fair share in corporate income tax has been blown to smithereens in recent years. A string of revelations about ultra-low tax bills among many of the world's largest businesses – including Apple, McDonald's, Starbucks, and Google – has led to widespread public anger. It is a scandal costing the world economy hundreds of billions of dollars a year. Thus, studying the problem of corporate tax avoidance is of importance as never before. The purpose of the research is to reveal the peculiarities of this phenomenon in different countries and the ways of tackling it.

Eight of the world's top industrialized nations lowered their corporation tax rates last year or announced plans to do so. In the OECD annual report on tax changes around the world the think-tank said Japan, Spain, Israel, Norway and Estonia had lowered their tax rates for corporate profits in 2015. Meanwhile, future reductions had been announced by Italy, France, and the UK, while Japan planned further cuts [1]. The downward trend was accelerating as governments around the world emerged from the aftermath of the 2008 banking crisis and began using their tax policies more aggressively to chase GDP growth. In particular, countries were vying with one another to offer foreign multinationals the most attractive tax rate in