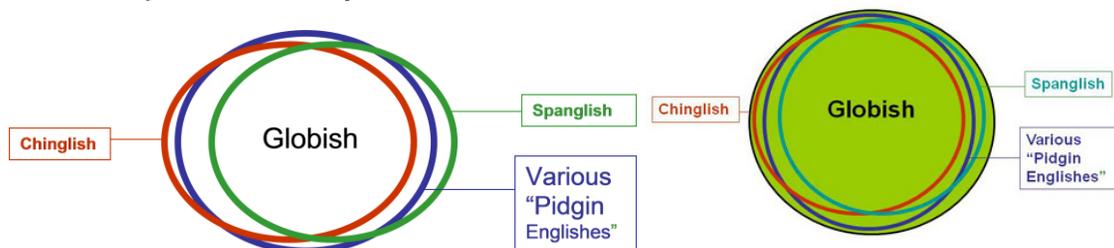


In the last 50 years, more and more of the people of the world have been trying to use a common language. Hello, I'm Jean-Paul Nerrière. A lot of those 50 years, I was an international marketing executive for IBM and for other major multinational companies. And I heard a lot of variations of English.

Now my voice tells you already that I am not American and I am not English. I am French, of course. Well, nobody's perfect... But this way of speaking did not prevent me from doing well in the most important international jobs.

When I traveled to Japan, to Korea, Europe, Asia... everywhere...to the Americas, people seemed happy to do their business in English with me... because my English was as limited as their English. It was easier for us to speak English with each other because we all had PROBLEMS. But they were never very DIFFERENT problems. 01:35



And this was my discovery: If we all had the SAME limitations, it would be almost as if we had NO limitations at all. That was when I developed Globish, the language tool -- based on English -- that would allow everyone to talk, across the world. I codified those limitations, so that people could learn just those things, and then have a very easy time with communication...

- 
 1. 1500 most-common English words
 2. Simple Sentence Structures
 3. No Idioms
 4. No jokes

With 1500 of the most common words from English, you can say all you need or want -- maybe not perfectly -- but understandably. With simple sentence structures.....And no idioms that we can't understand.....And no jokes! As a Frenchman, I cannot understand what

is so funny about the jokes my American friends always use to begin a speech. But I like to be kind, so I laugh with them.

02:51

So that is what we are doing now. We are making it more comfortable for people of the world to talk now, using GLOBISH. When people can talk together without worrying about their English, they enjoy taking the responsibility for communication. And when people understand each other's GLOBISH, then that saves a lot of time - and that saves a lot of money...

03:20

Of course some English speakers just wanted to laugh at us, and call it "Broken English." I guess they thought we were ALL BROKEN, except them. Well, no one likes to be called BROKEN.

And this is why I decided to call this by a special word: GLOBISH... Globish is correct English without the English culture...It is English that is just a tool and not a whole way of life...and we demonstrate this level of English, is "enough"...

04:00

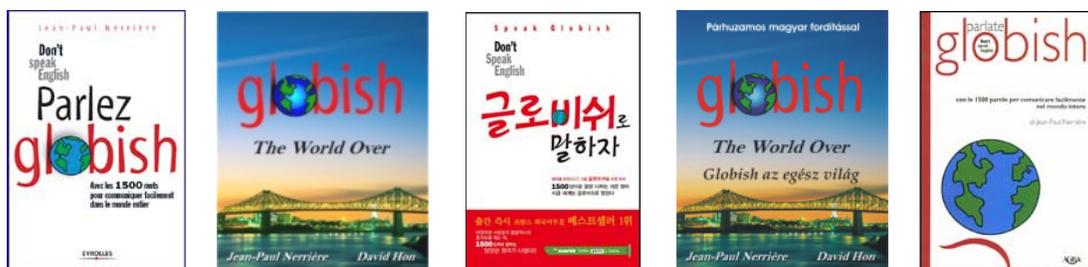
Because I was a businessman, it seemed to me that if we could all speak the same kind of simple Globish, then the world could do much more business.

Globish will give us a high return on investment ... If people can use a lot of English -- but not all of it -- they can already do any kind of global business.

The easy training in Globish costs much LESS time and much less money than English... which is ENDLESS... and very soon, MORE employees can use MORE of their skills ...to help their organizations compete in a global marketplace. As soon as a native English speaker can accept GLOBISH and stick to it...Well, then... He or she will also be better understood, and will become part of the winning team.

05:02

Globish is not just a good idea... It is a good idea served by several powerful tools. Well, there is software that tells you what words in a document are not Globish...so you can go to words that are easier to understand. And ten times - ten times -- more people will then understand immediately what you write or say. And there a number of tools that help you to learn Globish today. We've got books written in several languages, like this or this... and we have also books written IN GLOBISH now...



...and we have also interactive computer courses....

...And also on the Internet, so that you can learn GLOBISH from anywhere in the world today...



06:03



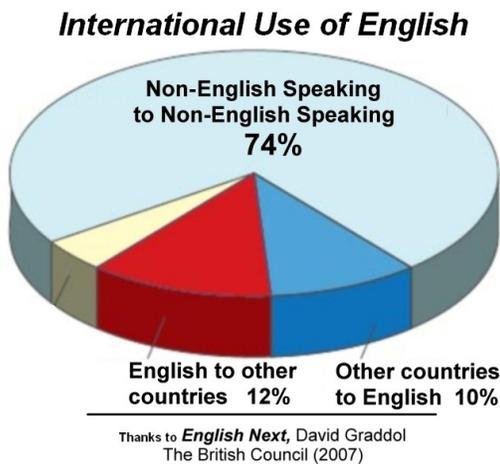
And we've even got complete courses in Globish for mobile phones...for cell phones...Because a lot of the world has these now...

But of course there is more to be done...to bring Globish to everyone in the world who needs it.

Everyone who struggles with English must know that GLOBISH IS THE ANSWER.

...And even those English speakers -- who would like us to speak their language the way they speak their language...They start to realize that...if they want to talk with US -- and that is with more than 5 billion non-Native English speakers -- GLOBISH IS THE ANSWER.

06:54



Total: 7:27

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