

I didn't do it for the money

I. Read the article. Choose the correct option to complete the sentences:

- 1 The article is mostly about *cafes* / *supermarkets*.
- 2 The main topic is how businesses give rewards to their *employees* / *customers*.
- 3 A barista champion is *an excellent worker* / *a loyal customer*.

II. Read the article again. Are these statements *true* (T) or *false* (F)?

- 1 The first paragraph explains how loyalty cards work.
- 2 A group of coffee shops in Washington DC want customers to visit a variety of cafes.
- 3 The disloyalty card is an example of small coffee shops competing against each other.
- 4 The first disloyalty plan was in Toronto, in Canada.
- 5 The best coffee server in the world is chosen each year in a contest.

III. Listen to Track 34 in which three people are talking about loyalty cards.

Put (+) near the speaker who mentions each of the ideas below:

a I don't use loyalty cards because they're too much trouble.

Speaker 1

Speaker 2

Speaker 3

b I don't use loyalty cards because I want to protect my private information.

Speaker 1

Speaker 2

Speaker 3

c I use loyalty cards and sometimes get discounts.

Speaker 1

Speaker 2

Speaker 3

d Loyalty cards don't really save you money.

Speaker 1

Speaker 2

Speaker 3

e Loyalty cards benefit businesses, not shoppers.

Speaker 1

Speaker 2

Speaker 3

f The loyalty card encourages me to be loyal.

Speaker 1

Speaker 2

Speaker 3

IV. Listen to Track 34 again. Match the correct ending to each sentence:

1 Speaker 1 probably wouldn't use the disloyalty card because _____

a she doesn't like carrying cards.

b it doesn't offer anything free.

2 Speaker 2 is probably the most likely to enjoy the disloyalty card because _____

a he wants to support independent businesses.

b he likes saving a bit of money.

3 Speaker 3 might consider using the disloyalty card because _____

a it isn't used to collect private information.

b she feels that she spends too much money on food.

V. Match the two parts of the sentences:

1 After a big success, the team's reward	a into my bank account on the last day of each month.
2 Monthly targets	b was a large bonus.
3 My company pays my salary	c definitely motivate me.
4 My company offers financial incentives	d our goal for the month, but we were close.
5 The managers give us clear goals	e so that we know what to aim for.
6 We didn't achieve	f because they motive people to work hard.

7 We succeeded	g when we are successful.
8 All of us passed the test	h children with a little money each week.
9 The management always praises us	i in our goal of making more sales than last month.
10 It's normal for parents to reward	j and earned the qualification.

VI. Complete the compound nouns in the sentences with the words in the box:

achievement	pay	cash	prize
ceremony	success	machine	test

- 1 His business was a _____ story, because he started with nothing but created a very popular product.
- 2 The graduation _____ lasted an hour and included several speeches.
- 3 I usually take money from the cash _____ near my office.
- 4 The university gave her a place after they saw her excellent _____ results.
- 5 Workers receive a _____ bonus after a month with no accidents.
- 6 I try to save half of every _____ cheque.
- 7 Our main product is a _____ winner, and it sells very well.
- 8 I passed the _____ test and moved up to the next class.

VII. Complete the sentences with the compound nouns from Exercise VI:

- 1 The business school gives an _____ at the end of the first term and it's very difficult. Students with poor _____ cannot continue the course.
- 2 She worked on her novel for fifteen years, but when it finally came out, it was a _____. The newspapers described her journey from poverty to fame as a wonderful _____.
- 3 I put my _____ in the bank each month, and I take money from the _____ every Friday.
- 4 Jerome had a great day. In the morning, he attended the _____ for his MBA, and in the afternoon he received a large _____ from his company for hitting his sales targets.

VIII. Match the expressions in bold with the correct meanings (a-f):

1 Florence Griffith Joyner, the world's fastest woman, took up running when she was in high school.	a challenged, fought
2 When it was launched in 2010, the iPad took off immediately, selling 20 million units in the first quarter.	b succeeded
3 In 1984, Apple took on IBM in the personal computer market and was very successful.	c started doing
4 Fauja Singh gave up marathon running at the age of 101.	d transfer to other people at no cost
5 Croatian music teacher Frano Selak gave away a million dollars that he won in the lottery.	e stopped
6 The officials gave in and changed their decision after Venus Williams complained strongly.	f agreed or had a change of mind