2 Complete the phrases in the conversations.

Conversation 1

A Excuse me, (a) _____ _____ Mr Jensen?

B Yes, I am. Are you from Nixdorf?

A Yes, (b) _____ Saskia Slater. Pleased to meet you.

B Nice to meet you too.

A (c) _____ _____ very tired after your flight?

B A little, but (d) _____ fine.

A Good. My car's outside.

Conversation 2

A Hello. Are you one of the organizers?

B No, (e) _____ _____. I'm a delegate – Jeff Simpson, from CMG.

A Oh, I'm sorry. Pleased to meet you.

B And (f) _____ ... Jacques Leclerk, from OT Incorporated.

A Yes, but how ...?

B Your badge. Where (g) _____ _____ from? France?

A No, (h) _____ Belgian, actually.

Conversation 3

A Hello, Enrique. How (i) _____ _____ ?

B I'm fine, thanks. And you?

A Yes, I'm fine too. (j) _____ _____ alone?

B Yes, (k) _____ _____.

A (l) _____ _____ too. Would you like to join me?

B Okay, thanks.

Conversation 4

A Good afternoon. (m) _____ from LPG.

B Ah, yes. Mr Poulson.

A No, (n) _____ _____ Mr Poulson. My surname is Leeman.

B Sorry about that. And your first name?

A Peter.

B Thank you, Mr Leeman. Right, (o) _____ in room 303. Here's your key.

A Thank you.

B (p) _____ welcome.

3 1.01–1.04 Listen again and check your answers.

Brand value

Interbrand BEST GLOBAL BRANDS

Interbrand is a branding consultancy with 42 offices in 28 countries. It is the publisher of an annual report on the (a) _____ most valuable brands in the world.

In the latest report, the top brand is Apple. The estimated value of the Apple brand is (b) _____ billion dollars. It is a brand which is recognized all over the world, with 72 million Mac computers in use and more than 50 billion downloads from the iTunes App Store.

The second most valuable brand is Google. It is worth (c) _____ billion dollars, according to Interbrand. The top (d) _____ brands in the list are all American.

The situation is different in another of Interbrand's reports – the best green brands in the world. These are brands which are profitable, but the companies also work hard to have a positive effect on people and the environment. The top brand in this list is Toyota, the Japanese car company. It is also number ten in the global ranking of top brands. In the top (e) _____ green brands, five are American, five are German, five are Japanese and two are French. The other brands in the list – Nestlé, Samsung and Nokia – are from Switzerland, South Korea and Finland.

1 1.12 Complete the text above with the numbers in the box. Then listen to a conversation about Interbrand and check your answers.

seven	98.38	100	20	93.2

2 Complete the questions and answers with the words in the box and the correct form of the verb *to be*.

email address	first name	job	married
phone number	~~surname~~		

a **A** What _____ your *surname*?
B Baker.

b **A** What _____ your _____?
B David.

c **A** What _____ your _____?
B I _____ a business manager.

d **A** _____ you _____?
B Yes, I _____.

e **A** What _____ your _____?
B It _____ 021 463 4839.

f **A** What _____ your _____?
B It _____ davidb@euskalnet.com.

Practice 1

Complete the sentences with the correct form of the verb *to be*: *is*, *are* or *am*.

a His name *is* George.

b They _____ from the USA.

c Ford _____ an American company.

d I _____ the head of marketing.

e We _____ late for the meeting.

f She _____ the boss of Hewlett-Packard.

g Our products _____ world famous.

h Mr and Mrs Baker _____ here.

Practice 3

Rewrite the statements as questions.

a He's an accountant.
Is he an accountant?

b He's Portuguese.

c They're the manufacturers of the product.

d She's the manager of this department.

e She's happy in her new job.

f Anita is good with computers.

g We're late for the meeting.