

Introductions

'James Bond, Universal Exports.'

Sean Connery, British actor, in From Russia With Love

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Angela Ahrendts

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to be

LANGUAGE FOCUS 2

a/an with jobs,
wh- questions

SKILLS

Introducing
yourself and others

CASE STUDY

A job fair in
Singapore



STARTING UP

A

Work in pairs. Complete the sentences below with words from the box. There are two words you do not need.

from I'm my name's she you

- 1 Emma. Emma Schneider, from Habermos in Hamburg.
- 2 Good morning. name's Shi Jiabao.
- 3 My Akim, by the way. Akim Anyukov.
- 4 How do you do. I'm Nuria Sosa, RTA Seguros.

B

CD1.1-1.4 Now listen to the four businesspeople (1-4) introducing themselves. Check your answers to Exercise A. Match the speakers to their business cards (A-D) on page 7.

C

CD1.1-1.4 Listen again. Where is each speaker? Choose from the following places.

- a) on the phone b) in a hotel c) at a conference d) at the airport

D

Talk about yourself.

Hello. My name's I'm from

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E **CD1.5 Listen to these letters and practise saying them.**

A H J K	F L M N S X Z	O	R
B C D E G P T V	I Y	Q U W	

F **CD1.6 Listen and write the words that are spelled.**

1	2	3	4
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G **Work in pairs. Spell the names of some people.**

Student A: Turn to page 130.

Student B: Turn to page 136.

VOCABULARY**Nationalities****A** **Complete the chart of countries and nationalities below using the words from the box. Add other countries and nationalities.**

Brazilian Polish Germany Kuwaiti French Oman
Italian Spain Russia Turkey Japanese Swedish
China Greece British American Indian Mexican Korean

Country	Nationality
	-an
Brazil	Brazilian
Germany	German
India	
Mexico	
Italy	
.....	Russian
Korea	
	-ese
Japan	
.....	Chinese
	-i
Kuwait	
.....	Omani

Country	Nationality
	-ish
Poland	
.....	Spanish
Sweden	
.....	Turkish
	others
France	
.....	Greek
the UK	
the USA	

B **CD1.7 Listen and check your answers to Exercise A.**
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C Work in pairs. Ask and answer questions about the nationality of the companies from the box below.

Student A: Turn to page 132.

Student B: Turn to page 138.

A: Is Sony Japanese?

B: Yes, it is. Is Chanel Swedish?

A: No, it isn't. It's French.

Sony Chanel Ikea Zara Prada Gazprom Michelin Mercedes
McDonald's Samsung Petrobras Tesco Tata Group Telcel



See the DVD-ROM
for the i-Glossary.



D What are the most famous companies in the world, in your opinion?
What is their nationality?

LISTENING

**Meeting
business
contacts**



Jeremy Keeley

Watch the
interview on
the DVD-ROM.



A CD1.8 Jeremy Keeley is a consultant. Listen to him introducing himself in the first part of the interview and decide whether these statements are true (T) or false (F). Correct the false ones.

- 1 He lives in London.
- 2 He has three very young children.
- 3 He runs his own business.
- 4 His business works for organisations across the USA and Asia.
- 5 He helps leaders become better leaders.
- 6 He always shakes hands when he meets people.

B CD1.9 Listen to the second part. Complete what Jeremy says about meeting new business contacts and exchanging business cards.

I usually say, 'Hello,¹ are you?', '.....² do you come from?', '.....³ do you do?'. I usually find out⁴'s important to them,⁵ they're there. I usually wait until they've asked me a question before I talk too much about myself.

I usually⁶ until the person I'm meeting⁷ me a business card before I offer them mine, so we'll⁸ them at that point.

C In business, when do you:

- shake hands?
- kiss?
- bow?
- exchange business cards?

READING

Angela Ahrendts

A Read this article. Then complete the chart below.

From small town to global leader

Angela Ahrendts is the American CEO* of Burberry, the \$2.2 billion fashion company. Burberry is one of the biggest luxury brands in the world. The headquarters of this British company are in London, and it has more than 270 stores in 80 countries.

Fifty-year-old Ahrendts is from a small town in Indiana. She is married to Greg, her high-school sweetheart. They have a son (15) and two daughters (14 and 11). Their son, Jennings, dreams of being a rock star. The children are at an American international school in London.

Ahrendts is always elegant. Most days she wears Burberry – usually something from its Prorsum range.

She usually gets up around 4.30.

'I need a quiet time in the morning to answer e-mails,' she explains. On days when Ahrendts is in London, she often has back-to-back meetings for 10 hours. She keeps going by drinking six Diet Cokes a day. She travels on business one week a month, but tries to get home for weekends.

Family is important for Ahrendts. 'I'm at work or with my family. I don't have time for other things.' When she is not working, she likes to eat a takeaway pizza with her children or play basketball with them. Ahrendts and the family go back to Indiana for holidays several times a year. 'We want our children to stay in contact with their cousins,' she says.



* A CEO (chief executive officer) is the person with most authority in a company.

Angela Ahrendts

Age	50
Job	
Nationality	
Family	
Interests outside work	

B Decide whether these statements are true (T) or false (F). Correct the false ones.

- Burberry is an American company. *F (It's a British company.)*
- Burberry is a global fashion company.
- All Ahrendts's children are teenagers.
- They are at school in America.
- Most mornings, Ahrendts is up before 5 a.m.
- She is away on business most weeks.
- She has a lot of interests outside work.
- For Ahrendts, keeping in contact with relatives is important.

C Work in pairs. Write five questions about Angela Ahrendts and Burberry.

Is Angela married?

Where is she from?

D Now work with a different partner. Close your books and ask each other your questions from Exercise C. See who can remember the most answers!

LANGUAGE FOCUS 1

to be

We often use the verb *to be* to describe people.

Angela Ahrendts **is** CEO of Burberry. She **is** American. She **is** married.

I	am	(I'm)	
You		(You're)	
We	are	(We're)	
They		(They're)	Spanish.
He		(He's)	
She	is	(She's)	
It		(It's)	

I	am not	(I'm not)	
You		(You aren't)	
We	are not	(We aren't)	
They		(They aren't)	Italian.
He		(He isn't)	
She	is not	(She isn't)	
It		(It isn't)	

→ page 145



A Complete this information about Maristella with short forms of the verb *to be*.

My name's¹ Maristella. I² Brazilian and I³ from São Paulo. I⁴ a research analyst for an investment bank in New York. I⁵ married with two children, a boy and a girl. They⁶ at high school in Scarsdale. My husband⁷ American and he⁸ a doctor. My sister⁹ in New York, too. She¹⁰ a student at Columbia University. We¹¹ all interested in sports and movies. My son¹² a good tennis player.

B CD1.10 Listen and check your answers.

C Complete this chart about yourself. Then introduce yourself to a partner.

1 Name	4 Nationality
2 Job I'm a(n)	5 Interests
3 City I'm from	6 Favourite sports

D Now write a paragraph about your partner. Use the text in Exercise A as a model.

My partner's name is ...

E Complete these sentences with negative forms of *to be*.

- She's Russian, but ~~she is~~ *isn't* from Moscow.
- They're Japanese, but from Tokyo.
- He's German, but from Munich.
- I'm in sales, but the manager.
- The office is in Paris, but in the centre.
- Her name is Sophia, but Italian.