## LISTENING

a Match the logos with the company's description.

GIZMODO

manufacturer of construction vehicles

CAT

CATERPILLAR

social networking site

TWITTER

design and technology blog

b iChecker Listen to a radio programme where a guest is giving advice on how to name a company. Answer the questions with the company names in a.

Which company's name?

1 is the right length _____
2 is a word you can't find in the dictionary _____
3 has a story behind it _____

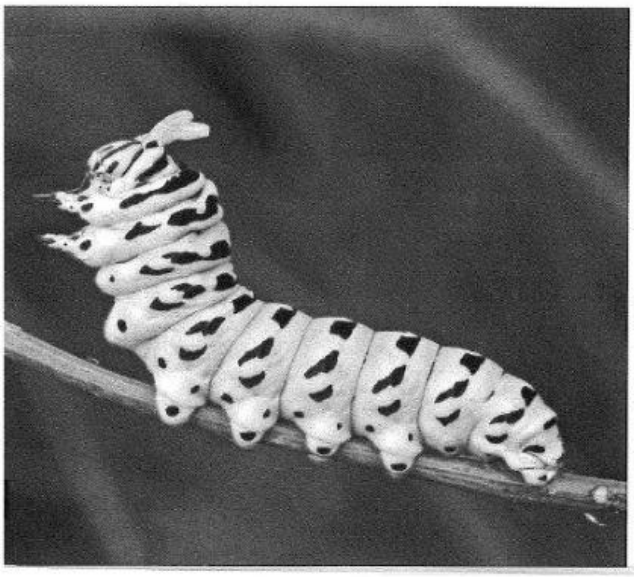
c Listen again and complete the sentences. Use one word in each space.

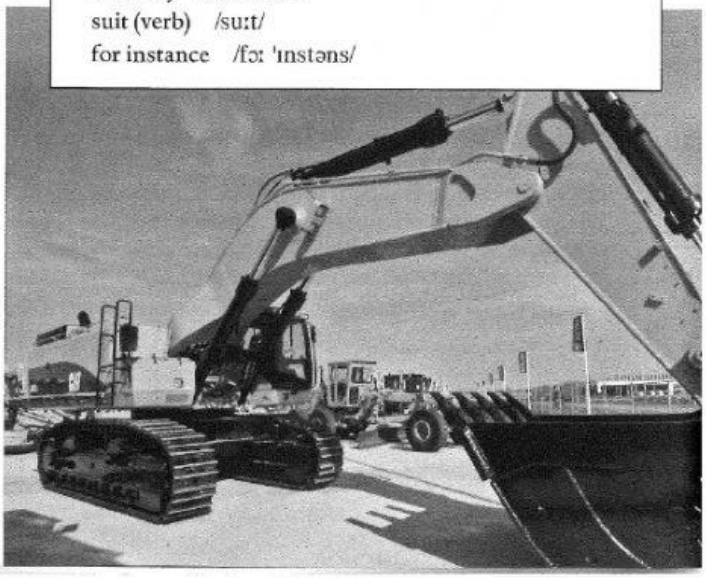
1 Good company names often have _____ syllables.
2 To choose a name, you first have to _____ ideas.
3 Then you should wait for at least a _____.
4 The best names are the names you _____.
5 Another idea is to _____ a new word.
6 You can also change the _____ of a word in the dictionary.
7 A caterpillar is a small _____.
8 Somebody thought that the new tractor _____ like a caterpillar.
9 The name 'Caterpillar' shows that you can find _____ anywhere.

## USEFUL WORDS AND PHRASES

Learn the words and phrases.

full name /ˈfʊl neɪm/
nickname /ˈnɪkneɪm/
be named after /bi ˈneɪmd ˌɑːftə/
initials /ɪˈnɪʃlz/
brand name /ˈbrænd neɪm/
common /ˈkɒmən/
old-fashioned /ˌəʊld ˈfæʃənd/
celebrity /səˈlebrəti/
suit (verb) /suːt/
for instance /fɔː ˈɪnstəns/





LIVEWORKSHEETS