Language

Linking ideas

We use ***and*** to link sentences that describe similar actions or situations.	*I have a PC **and** a laptop at home.*
We use ***but*** to link sentences that describe different ideas/actions or situations.	*I use Amazon **but** I don't use iTunes.*
We use **so** to say that something has happened as a result of something.	*She's got a Kindle, **so** she doesn't buy many books now.*
We use ***or*** to link sentences that describe two possible actions or situations.	*Would you like tea **or** coffee?*

Reading **5** Complete this text with the words in the box.

and but or so

Companies want to reach more customers, (1) _____ they go online. It is easy to set up an online business (2) _____ it is difficult to design and develop a website that attracts a lot of customers. Hardware (3) _____ software provide basic infrastructure for E-commerce.

Networking, customer interface and payment solutions are very important parts of a company's E-commerce solution. Customers expect a fast and reliable service (4) _____ they will go somewhere else to buy things.

Vocabulary **6** Match the first half of the sentences 1–6 to to the second half a–f.

1 Effective product information and
2 Customers can use their credit cards, PayPal or
3 We used a lot of promotions, so
4 I don't know how to buy online but
5 They want to buy a Cat 5e cable so
6 In E-commerce you can look at a picture of a product but

a) I'll check online tutorials.
b) electronic cheques to pay for transactions.
c) you can't touch it.
d) our sales improved a lot.
e) they search the Internet.
f) promotions attract customers.

Speaking **7** Work in small groups. Talk about an E-commerce website you know and like. Say what is good about it. Use *and, so, but* and *or.*

Example: I like the B&Q website. It has … and … .



LIVEWORKSHEETS