

LANGUAGE REVIEW

Present simple
and present
continuous

The present simple and the present continuous have several uses.

- We use the present simple to give factual information, for example about company activities.
Christian Dior Couture makes luxury, ready-to-wear fashion.
Dior Homme targets the male consumer.
- We use the present simple to talk about routine activities or habits.
Toledano routinely communicates with his demanding boss.
Toledano travels every week to one of Dior's 224 stores.
- We use the present continuous to talk about ongoing situations and projects.
Fashion house Christian Dior is now selling baby bottles.
- We use the present continuous to talk about temporary situations.
Dior is currently looking to recruit a marketing director for the UK and Ireland.

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A Which of the time expressions below do we usually use with the present simple? Which do we usually use with the present continuous? Which are used with both?

usually	this year	every day	now
often	nowadays	once a month	currently
at the moment	these days	six months ago	

B Complete these sentences with the present simple or the present continuous form of the verbs in brackets.

- 1 a) At the moment, eBay (work) with brand owners to remove fake items.
b) eBay now (spend) \$20m a year analysing suspicious sales.
- 2 a) Louis Vuitton usually (sell) its products through authentic Louis Vuitton boutiques.
b) At the moment, Louis Vuitton (negotiate) with Hubert de Givenchy.
- 3 a) Both Apple and BlackBerry, (launch) important new products this year.
b) These days, a lot of people (have) a BlackBerry.

C Complete this text with the present simple or the present continuous form of the verbs in brackets.

The Google brand ¹ (grow) rapidly. According to the Millward Brown Brandz report, it ² (hold) first place in the list of top 100 brands. In fact, the IT field ³ (dominate) the top-ten corporate brands. Google ⁴ (operate) websites at many international domains, the most popular being www.google.com, and ⁵ (generate) revenue by providing effective advertising opportunities. Google always ⁶ (focus) on the user, and consumers usually ⁷ (see) Google as quite trustworthy.

Nowadays, companies ⁸ (begin) to recognise that brands are amongst their most valuable assets. They understand that brands ⁹ (become) ever more powerful in driving business growth. Strong brands ¹⁰ (generate) superior returns and protect businesses from risk. Google currently ¹¹ (hold) the top position, but it has to keep innovating if it wants to remain number one. BlackBerry and Apple are the two fastest-growing brands in the top 100, and China Mobile ¹² (grow) steadily, too.