

1 GRAMMAR clauses of contrast and purpose

a Circle the correct word.



- 1 The restaurant staff seem happy despite / although the fact that they work long hours every day.
- 2 The account manager called his client for / to arrange a meeting.
- 3 The company is expanding even though / in spite of there is a recession.
- 4 The firm made several people redundant in order to / so that cut costs.
- 5 Although / Despite she's the head of the department, she often goes out with her colleagues after work.
- 6 I stayed at my desk to not / so as not to miss an important phone call.
- 7 Everybody seemed to enjoy Mike's speech at the wedding, in spite of / even though his terrible jokes.
- 8 She closed the door of her office so as to / so that nobody could hear her conversation.
- 9 I still buy that chocolate bar, in spite of / though it's much smaller than it used to be.
- 10 Yuri has to learn English to / for his job.

b Complete the second sentence so that it has a similar meaning to the first sentence. Use the **bold** word or phrase.

- 1 Is that a machine to make juice?
for
Is that a machine for making juice ?
- 2 The shop closed down even though it was in an ideal location.
in spite of
The shop closed down _____.
- 3 They reduced their prices so as to sell more products.
so that
They reduced their prices _____.
- 4 I have to leave work by six o'clock so that I don't miss my train.
in order not to
I have to leave work by six o'clock _____.
- 5 Despite the fact that I was very late, my boss wasn't angry.
although
My boss wasn't angry _____.
- 6 Although she's the managing director, she doesn't have her own office
despite
She doesn't have her own office _____.



2 VOCABULARY advertising, business

- a Complete the sentences with a word from the list.

advertisement advertising campaign
be sued brand claim consumer
misleading publicity slogan

- There are lots of websites where you can put an advertisement if you want to sell your car.
- As a consumer, I want to have as much information about the food I buy as possible.
- I always buy the same brand of toothpaste because it's the one I'm used to.
- They've used young adults in their new advertising campaign because it's aimed specifically at people in their early 20s.
- It's misleading to suggest that this product is healthier than any others of its kind – it isn't.
- Their company only has three words: *Just do it*.
- There has been a lot of publicity about the company owner's recent donation to charity.
- A company can be sued if it doesn't fulfil the promises it makes about its products.
- A representative denied the claim that the company was in financial difficulties.

- b Read the definitions and complete the missing letters in the word.

- the main office of a company
h e a d o f f i c e
- a group of shops / stores or hotels owned by the same company
ch a n
- stop trading or doing business
cl o s e d
- an office or a shop / store belonging to a large company or organization
br a n
- a difficult time for the economy of a country
a r e c s s i o n
- a period of sudden economic growth
a b o o m
- a product that is not successful
a fl o p
- fall; become lower or less
d e c l i n e
- make goods in large quantities, using machinery
m a n u f a c t u r e
- combine to form a single thing
m e r g e

- c Complete the text with the correct form of the verbs and verb phrases in the list.

become the market leader expand export grow
import launch a new product market produce
set-up-a-new-business take over



A friend of mine, Anne, was lucky enough to inherit a farm when she left university, so she decided to

¹ set up a new business: an organic food company. The company

² expanded its products under the name Bioplus, and among

other things, it ³ imported muesli. Anne

⁴ launched nuts and dried fruit from South

America and mixes these with cereal from crops on the farm to make the muesli. Her muesli sells well nationally, and

recently she ⁵ exported into new markets abroad.

Today, she also ⁶ has become the market leader to northern European countries, like Norway and Sweden.

The company is ⁷ growing rapidly, and Anne is always looking for new employees. Right now, she's preparing to

⁸ launch a new product: a cereal bar the company has been testing. Anne is very realistic, as she knows she will never

⁹ take over in the field. However, neither does she

want one of the big cereal giants, like Kellogg's or Nestlé, to

¹⁰ merge her small family company.

- d Complete the sentences with the correct form of **make** or **do**.

- A company always does extensive market research before it launches a new product.
- If a company loses a loss, the staff often face job cuts.
- Many countries started doing business with China when the trade sanctions were lifted.
- The managing director made the decision to close the factory yesterday.
- The factory is going to redundant 30 people after Christmas.
- My company performed really badly last year; if the situation doesn't improve, it may close.
- Management and unions have made a deal that should prevent a strike.
- If we make a profit again next year, the manager may think of opening another office.
- There's no need to thank me. I'm only doing my job.
- She doesn't make much money from acting, so she's also got a part-time job as a waitress.

e Match 1–8 to responses a–h.

- 1 Where have you been? c
- 2 Shall we start the meeting? _____
- 3 I'm going out with my boss for a drink tonight. _____
- 4 Let's go to that lovely old café on the corner. _____
- 5 Shall we finish now? _____
- 6 Who are you messaging? _____
- 7 Your boss is heading in this direction. _____
- 8 Why do you need to talk to your ex? _____

- a Yes, let's get down to business.
- b I'm afraid it's gone out of business.
- c Mind your own business!
- d Are you sure you want to mix business with pleasure?
- e OK, but first, is there any other business?
- f I'm sorry, but it's none of your business.
- g Because we have some unfinished business.
- h Yes, and it looks as if she means business.

f Answer the questions about yourself and your home.



- 1 How far from your home is the nearest branch of your bank?

- 2 Name a chain that you can find in your nearest shopping centre.

- 3 Which products are manufactured in your country?

- 4 Which companies from your country are market leaders?

- 5 Which products does your country export and where to?

- 6 Which industries are growing in your country?

- 7 Which products does your country import and where from?

- 8 Would you like to set up your own company? Why / Why not?

3 PRONUNCIATION changing stress on nouns and verbs

a Underline the stressed syllable in the highlighted words.

- 1 China exports more goods than any other country.
- 2 They transport most of their products by lorry.
- 3 There's been a huge increase in petrol prices recently.
- 4 The price of wheat has decreased by 5%.
- 5 Scientists are making progress in finding a cure for AIDS.
- 6 The visa permits you to stay for three months.
- 7 Brazil produces about a third of the world's coffee.
- 8 We do not give refunds without a valid receipt.
- 9 The government is hoping to reduce foreign imports.
- 10 Vinyl records are becoming popular again.



b **9.1** Listen and check. Then listen again and repeat the sentences.