A **Match the word partnerships (1–6) to their definitions (a–f).**

1 to take advantage of an opportunity
2 to raise somebody's status
3 to enter a market
4 to extend a product range
5 to meet a need
6 to make a breakthrough

a) to offer a larger variety of goods
b) to do or provide something that is necessary
c) to do something when you get the chance to do it
d) to make an important discovery or change
e) to start selling goods or services in a new area
f) to make somebody look or feel more important

B **Read this extract from a talk by the head of a research and development department. Then complete the gaps (1–6) with the correct form of a word partnership from Exercise A.**

Great ideas are generated in different ways. Sometimes an idea may simply be when a company *takes advantage of an opportunity*[1] to .....[2], to offer more choice to existing customers. Or a great idea could allow a company to .....[3] which was closed to it before.

Companies which are prepared to spend a lot on R&D may .....[4] by having an original idea for a product which others later copy, for example Sony and the Walkman.

On the other hand, some products are developed in response to customer research. They come from customer ideas. These products are made to .....[5], to satisfy consumer demand. Or the product does something similar to another product, but faster, so it saves time. Some people will buy new products because the product .....[6] – gives them a new, more upmarket image.

LIVEWORKSHEETS

LISTENING

Great business ideas

A **Dr Kate Pitts is a researcher at the e-Research Centre, University of Oxford. She was asked the question: *In your opinion, what were the best business ideas of the last 15 years?* Predict what she will say. Think of products and services.**



Dr Kate Pitts

B CD1.39 **Listen to the first part of the interview. What products and services does Kate mention? Why does she think they were excellent ideas?**

C CD1.40 **Listen to the second part and answer these questions.**

1 What types of company spend a lot of time and money on research and development?

2 Which company spends nearly 25% of the cost of sale on research and development?

B **Work in groups of three. Make quick notes in answer to the questions below about your article.**

Student A: Read Article 1 on the opposite page.
Student B: Read Article 2 on the opposite page.
Student C: Read Article 3 on the opposite page.

Questions	*Who needs translators?*	*Safer cycling*	*Going for gold*
1 What is the great/unusual idea?			
2 What problem does this idea solve?			
3 Which markets are mentioned in relation to this idea?			
4 In terms of time, at what stage of development is the idea?			

LIVEWORKSHEETS



Laszlo Biro

A **Read the Laszlo Biro story and choose the correct form of the verbs.**

People *wrote* (*were writing*)[1] with quills, pens and pencils long before Laszlo Biro *invented / was inventing*[2] his biro in 1938. While he *worked / was working*[3] as a journalist in Hungary, he *noticed / was noticing*[4] that the ink used in newspaper printing dried quickly. But this ink would not flow into the tip of a fountain pen. In 1938, he *developed / was developing*[5] a new tip using a ball that was free to turn in its socket. He *died / was dying*[6] in Buenos Aires in 1985.

C CD1.41 **Listen again and tick the expressions which the chairperson uses.**

1 OK, everyone, let's begin, shall we? ☐
2 Our main purpose is to decide the date of the launch. ☐
3 Mei, what do you think? ☐
4 Cheng, can you give us your opinion about this? ☐
5 Any thoughts on that? ☐
6 Let's get back to the point. ☐
7 Now, I'd like to move on to sales outlets. ☐

LIVEWORKSHEETS