12 Products

VOCABULARY

Complete the sentences below with the words in the box. Use the negative form where necessary.

best-selling	economical	fashionable	hard-wearing	high-performance
high-tech	long-lasting	uncomfortable	unreliable	unsafe

1 The challenge is to design ..... spectacle frames – ones that make the wearer feel 'dressed up' – that won't seem old-fashioned next season.

2 If a car model is ..... and often needs repair, it will get bad reviews and people will stop buying it.

3 Shoes made for construction workers are tested extensively to make sure they're ..... and will protect workers' feet from injury on site.

4 Owners complained that the driver's seat was ....., so we've modified it. The new seat can be adjusted to suit the driver.

5 The new ..... motorcycle was launched at a motorsport trade event in Qatar. It's currently one of the fastest bikes consumers can buy.

6 We've solved the manufacturing problem, but we can't find an ..... way to distribute the product, because it's so large and heavy.

7 Users of ..... products like smart phones and tablets expect them to be well made and attractive.

8 Our ..... product is so popular that we no longer need to promote it. Word-of-mouth advertising means that sales increase every month. Of course, we're very pleased.

9 When we found out the product was ..... after someone was hurt, we discontinued it immediately.

10 One of the most popular features of our new MP3 player is its ..... battery, which can go up to 50 hours between recharges.

PASSIVES

Complete each gap in this text with the appropriate passive form of the verb in brackets.

The first pair of Doc Martens shoes .....[1] (*make*) in Germany in the late 1940s, and in the early 1950s, the first Doc Martens shoe factory .....[2] (*open*) in Munich. The shoes were so successful in Germany that in 1959, Doc Martens .....[3] (*market*) internationally for the first time. Almost right away, the patent rights .....[4] (*buy*) by a British shoe manufacturer, and on 1 April, 1960, the now-famous Doc Martens boot with AirWair soles .....[5] (*launch*). Practical and hard-wearing, the shoes .....[6] (*wear*) mainly by factory workers and postmen at first, but by the late 1960s and early 1970s, Doc Martens became a fashion accessory for teenagers – and adults – all over the world.

In 2003, when sales were declining, Doc Martens' manufacturing .....[7] (*move*) from the UK to China and Thailand. However, in 2007, some production returned to the UK. Today, more than 50 years after the launch of the AirWair sole, Doc Martens shoes and boots .....[8] (*love*) around the world.

WRITING

Think of a product you use and like. Imagine that you work for a shop that could sell that product. Write an e-mail (100–120 words) to your manager, Sanjay Singh, describing the product and suggesting that it would be a good item to sell in your shop.

Describe the:

- material
- weight
- approximate dimensions
- colours.

State the product's uses, selling points and benefits.

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LIVEWORKSHEETS

Cultures 4: Preparing to do business internationally

A Match the sentence halves.

1 The most important thing when doing business with other cultures is to be more aware of

2 What is normal for you may seem strange to

3 Be sensitive, to try and notice

4 You can't hope to cover everything, but with a little bit of research, an open mind and

5 Attitudes to time are also important,

6 Status may be linked to age or connections rather than simply

7 You may try to use humour to make people feel relaxed,

8 You may want to make decisions, but in some places,

a) things and be flexible in your approach.

b) not only in relation to things like deadlines, but how long- or short-term the thinking is.

c) people arrive slowly and are often late. There may be a lot of tea drinking and chatting.

d) talent or ability.

e) but sometimes it doesn't work.

f) your own culture.

g) people from other cultures.

h) an awareness of your own culture, you can go far.

B Complete the sentences below with the words and phrases in the box.

body language	emotion	meals out	personal space
relationships	risk-taking	socialising	

1 ..... can be very stressful, especially if you're served 'unusual' foods.

2 You may find that people show more ..... than you expect, for example interrupting and shouting. There may be a lot of noise.

3 ..... can be very different. You may try to keep the conversation going, but the people you're talking to may not seem interested.

4 The idea of '.....' includes how close people stand, and can also include gestures with the hands and touching.

5 '.....' refers to nodding or shaking of the head, gestures with hands and facial expressions.

6 Building ..... and developing trust over a period of time are much more important in certain cultures than getting instant results.

7 ..... may be seen in a different way in another culture, so it may take longer than you expect to make decisions.

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LIVEWORKSHEETS