

# Business

## 1 VERBS AND EXPRESSIONS

- 1 Although GAP stands for Genuine American Product, most of its clothes are manufactured in Asia.
- 2 In 1989 Pepsi-Cola \_\_\_\_\_ a new **product** called *Pepsi A.M.*, which was aimed at the "breakfast cola drinker." It was an immediate flop.
- 3 The Spanish airline Iberia \_\_\_\_\_ **with** British Airways in 2011.
- 4 Apple Inc. is considered one of the best companies in the world for the way they \_\_\_\_\_ **their products**.
- 5 *Prosciutto* is a kind of Italian ham. Two of the best-known kinds are San Daniele and Parma, which are \_\_\_\_\_ in the Friuli and Emilia regions of Italy, and are \_\_\_\_\_ all over the world.



market  
produced  
exported  
launched  
merged

set up – imported – took over – grows – drop  
became – close up – expanded

- 6 The Royal Bank of Scotland \_\_\_\_\_ NatWest Bank in 2000, even though it was in fact a smaller rival.
- 7 The social media company Facebook \_\_\_\_\_ **the market leader** in 2008, and it's still the US's most-used social media website.
- 8 Zara shops were opened in Spain in 1975, but the company soon \_\_\_\_\_ internationally.
- 9 Nowadays it is a risk to \_\_\_\_\_ a new **business**. In the US, 20–25% of businesses fail in their first year.
- 10 The cost of living in Iceland is so high because so many food products have to be \_\_\_\_\_.
- 11 In a boom period, standards of living improve greatly and the economy \_\_\_\_\_ quickly.
- 12 During a recession, many companies \_\_\_\_\_ and standards of living \_\_\_\_\_.



### c Do or make? Put the phrases in the right column.

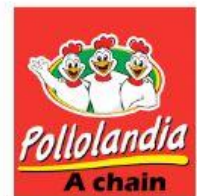
business (with) /ˈbiznəs/ a deal /di:l/ (= business agreement)  
a decision /dɪˈsɪʒn/ an investment /ɪnˈvestmənt/ a job /dʒɒb/  
a loss (opposite profit) /lɒs/ market research /ˈmɑːkət ˈrɪsərtʃ/  
money /ˈmʌni/ well / badly

| do              | make |
|-----------------|------|
| business (with) |      |

## 2 ORGANIZATIONS AND PEOPLE

a **Organizations** Match the words and definitions.

- 1 a chain a group of stores, hotels, etc. owned by the same person or company
- 2 \_\_\_\_\_ an organization that produces or sells goods or provides a service
- 3 \_\_\_\_\_ a company that has offices or factories in many countries
- 4 \_\_\_\_\_ the main office of a company
- 5 \_\_\_\_\_ an office or store that is part of a larger organization, e.g., a bank



b **People** Match the words and definitions.

- 1 \_\_\_\_\_ the group of people who work for an organization
- 2 \_\_\_\_\_ someone who buys goods or services, for example from a store or restaurant
- 3 \_\_\_\_\_ someone who receives a service from a professional person, for example from a lawyer
- 4 \_\_\_\_\_ a person who works with you
- 5 \_\_\_\_\_ the person with the highest rank in a company
- 6 \_\_\_\_\_ the person who owns a business
- 7 \_\_\_\_\_ the person in charge of part of an organization, for example a store or a branch

