

## 2 Complete the phrases in the conversations.

### Conversation 1

- A Excuse me, (a) \_\_\_\_\_  
\_\_\_\_\_ Mr Jensen?
- B Yes, I am. Are you from Nixdorf?
- A Yes, (b) \_\_\_\_\_ Saskia Slater.  
Pleased to meet you.
- B Nice to meet you too.
- A (c) \_\_\_\_\_ very tired  
after your flight?
- B A little, but (d) \_\_\_\_\_ fine.
- A Good. My car's outside.

### Conversation 2

- A Hello. Are you one of the organizers?
- B No, (e) \_\_\_\_\_  
I'm a delegate – Jeff Simpson, from CMG.
- A Oh, I'm sorry. Pleased to meet you.
- B And (f) \_\_\_\_\_ ... Jacques Leclerk,  
from OT Incorporated.
- A Yes, but how ...?
- B Your badge. Where (g) \_\_\_\_\_  
\_\_\_\_\_ from? France?
- A No, (h) \_\_\_\_\_ Belgian, actually.

### Conversation 3

- A Hello, Enrique. How (i) \_\_\_\_\_  
\_\_\_\_\_?
- B I'm fine, thanks. And you?
- A Yes, I'm fine too. (j) \_\_\_\_\_  
\_\_\_\_\_ alone?
- B Yes, (k) \_\_\_\_\_.
- A (l) \_\_\_\_\_ too.  
Would you like to join me?
- B Okay, thanks.

### Conversation 4

- A Good afternoon. (m) \_\_\_\_\_  
from LPG.
- B Ah, yes. Mr Poulson.
- A No, (n) \_\_\_\_\_  
Mr Poulson. My surname is Leeman.
- B Sorry about that. And your first  
name?
- A Peter.
- B Thank you, Mr Leeman. Right,  
(o) \_\_\_\_\_ in room 303.  
Here's your key.
- A Thank you.
- B (p) \_\_\_\_\_ welcome.

## 3 1.01–1.04 Listen again and check your answers

## Brand value

# Interbrand

## BEST GLOBAL BRANDS

Interbrand is a branding consultancy with 42 offices in 28 countries. It is the publisher of an annual report on the (a) \_\_\_\_\_ most valuable brands in the world.

In the latest report, the top brand is Apple. The estimated value of the Apple brand is (b) \_\_\_\_\_ billion dollars. It is a brand which is recognized all over the world, with 72 million Mac computers in use and more than 50 billion downloads from the iTunes App Store.

The second most valuable brand is Google. It is worth (c) \_\_\_\_\_ billion dollars, according to Interbrand. The top (d) \_\_\_\_\_ brands in the list are all American.

The situation is different in another of Interbrand's reports – the best green brands in the world. These are brands which are profitable, but the companies also work hard to have a positive effect on people and the environment. The top brand in this list is Toyota, the Japanese car company. It is also number ten in the global ranking of top brands. In the top (e) \_\_\_\_\_ green brands, five are American, five are German, five are Japanese and two are French. The other brands in the list – Nestlé, Samsung and Nokia – are from Switzerland, South Korea and Finland.

## 1 1.12 Complete the text above with the numbers in the box. Then listen to a conversation about Interbrand and check your answers.

seven 98.38 100 20 93.2

**2** Complete the questions and answers with the words in the box and the correct form of the verb *to be*.

email address	first name	job	married
phone number	surname		

- a** A What \_\_\_\_\_ your surname?  
B Baker.
- b** A What \_\_\_\_\_ your \_\_\_\_\_?  
B David.
- c** A What \_\_\_\_\_ your \_\_\_\_\_?  
B I \_\_\_\_\_ a business manager.
- d** A \_\_\_\_\_ you \_\_\_\_\_?  
B Yes, I \_\_\_\_\_.
- e** A What \_\_\_\_\_ your \_\_\_\_\_?  
B It \_\_\_\_\_ 021 463 4839.
- f** A What \_\_\_\_\_ your \_\_\_\_\_?  
B It \_\_\_\_\_ davidb@euskalnet.com.

## Practice 1

Complete the sentences with the correct form of the verb *to be*: *is*, *are* or *am*.

- a His name is George.
- b They \_\_\_\_\_ from the USA.
- c Ford \_\_\_\_\_ an American company.
- d I \_\_\_\_\_ the head of marketing.
- e We \_\_\_\_\_ late for the meeting.
- f She \_\_\_\_\_ the boss of Hewlett-Packard.
- g Our products \_\_\_\_\_ world famous.
- h Mr and Mrs Baker \_\_\_\_\_ here.

## Practice 3

Rewrite the statements as questions.

- a He's an accountant.  
Is he an accountant?
- b He's Portuguese.  
\_\_\_\_\_
- c They're the manufacturers of the product.  
\_\_\_\_\_
- d She's the manager of this department.  
\_\_\_\_\_
- e She's happy in her new job.  
\_\_\_\_\_
- f Anita is good with computers.  
\_\_\_\_\_
- g We're late for the meeting.  
\_\_\_\_\_