

4.4 BUILDING A BRAND

1 LISTENING

A  4.01 **LISTEN FOR GIST** Listen to the podcast. What does the speaker talk about?

B  4.01 **LISTEN FOR DETAILS** Listen again. Answer the questions. Write Y (yes) or N (no).

- 1 Does the speaker say that every company can be successful internationally?
- 2 Should a company that does not have enough customers at home sell abroad?
- 3 Could a company fail abroad if it doesn't understand the culture of a country?
- 4 Is it important for companies to work with people from other countries?



2 READING

A Read the article. Write the missing information.



Red Bull is an example of an international success story. The brand has become so popular that people don't even realize where the drink comes from. They think it is either from their country or the United States. Very few people know that Red Bull is Austrian.

Actually, Red Bull is even more international. The owner, Dietrich Mateschitz, got the idea for Red Bull from an energy drink in Thailand. It was called Krating Daeng, which is Thai for "red bull." Dietrich Mateschitz discovered Krating Daeng during a trip to Asia in 1982. He went into business with Chaleo Yoovidhya, the creator of the Thai drink. Mateschitz made some changes to the flavor and started selling Red Bull in Austria in 1987.

Today Red Bull is sold around the world. It is not only a drink. With its slogan "Red Bull gives you wings," it has become a lifestyle icon.

- 1 Red Bull is an _____ company.
- 2 The name of the owner is _____.
- 3 The owner became interested in Red Bull when he was in _____.
- 4 *Krating Daeng* means _____.
- 5 Chaleo Yoovidhya was the person _____.

3 WRITING

A Read the social media comment. Underline the five words and phrases that mean "because (of)" and "so."

Global brands are everywhere these days. As a result, some local companies are closing. This is a very serious problem. Due to the fact that businesses are closing, people are losing their jobs. As they no longer have jobs, they buy less. That affects other companies. Consequently, more people lose their jobs. What can we do about this? We should try to buy local brands. If we have to pay a little more, we should do that. It will save so many jobs. We can't keep global brands out of our country. Thanks to the Internet, new products can become international brands very quickly. But we can think about our country's workers when we choose what to buy.

B Write a comment about one of the topics in the box. Use at least three of the words or phrases you underlined in exercise 3A.

your opinion about buying global brands a brand you always buy
a brand you used to like that no longer exists

CHECK AND REVIEW

Read the statements. Can you do these things?

UNIT 4

Mark the boxes. I can do it. I am not sure.

I can ...

If you are not sure, go back to these pages in the Student's Book.

VOCABULARY describe different features of ads and the techniques used.

page 34

talk about celebrities and viral news.

page 36

GRAMMAR make speculations.

page 35

use pronouns in relative clauses.

page 37

FUNCTIONAL LANGUAGE give, respond to, and critique opinions.

page 38

make opinions more emphatic.

page 39

SKILLS write a comment about local and global brands.

page 41

write about cause and effect.

page 41