9A Good business

There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money elsewhere.
Sam Walton, founder of Walmart

G clauses of contrast and purpose | **V** advertising, business | **P** changing stress on nouns and verbs

1 GRAMMAR clauses of contrast and purpose

a Circle the correct word.



1 The restaurant staff seem happy *despite* / *although* the fact that they work long hours every day.
2 The account manager called his client *for* / *to* arrange a meeting.
3 The company is expanding *even though* / *in spite of* there is a recession.
4 The firm made several people redundant *in order to* / *so that* cut costs.
5 *Although* / *Despite* she's the head of the department, she often goes out with her colleagues after work.
6 I stayed at my desk *to not* / *so as not to* miss an important phone call.
7 Everybody seemed to enjoy Mike's speech at the wedding, *in spite of* / *even though* his terrible jokes.
8 She closed the door of her office *so as to* / *so that* nobody could hear her conversation.
9 I still buy that chocolate bar, *in spite of* / *though* it's much smaller than it used to be.
10 Yuri has to learn English *to* / *for* his job.

b Complete the second sentence so that it has a similar meaning to the first sentence. Use the **bold** word or phrase.

1 Is that a machine to make juice?
for
Is that a machine *for making juice*?
2 The shop closed down even though it was in an ideal location.
in spite of
The shop closed down _____.
3 They reduced their prices so as to sell more products.
so that
They reduced their prices _____.
4 I have to leave work by six o'clock so that I don't miss my train.
in order not to
I have to leave work by six o'clock _____.
5 Despite the fact that I was very late, my boss wasn't angry.
although
My boss wasn't angry _____.
6 Although she's the managing director, she doesn't have her own office
despite
She doesn't have her own office _____.



LIVEWORKSHEETS

2 VOCABULARY advertising, business

a Complete the sentences with a word from the list.

~~advertisement~~ advertising campaign
be sued brand claim consumer
misleading publicity slogan

1 There are lots of websites where you can put an *advertisement* if you want to sell your car.
2 As a _____, I want to have as much information about the food I buy as possible.
3 I always buy the same _____ of toothpaste because it's the one I'm used to.
4 They've used young adults in their new _____ because it's aimed specifically at people in their early 20s.
5 It's _____ to suggest that this product is healthier than any others of its kind – it isn't.
6 Their company _____ only has three words: *Just do it*.
7 There has been a lot of _____ about the company owner's recent donation to charity.
8 A company can _____ if it doesn't fulfil the promises it makes about its products.
9 A representative denied the _____ that the company was in financial difficulties.

b Read the definitions and complete the missing letters in the word.

1 the main office of a company
h e a d o f f i c e
2 a group of shops / stores or hotels owned by the same company
ch _ _ n
3 stop trading or doing business
cl _ _ _ d _ w _
4 an office or a shop / store belonging to a large company or organization
br _ n _ _
5 a difficult time for the economy of a country
a r _ c _ _ _ i _ _
6 a period of sudden economic growth
a b _ o _
7 a product that is not successful
a fl _ _
8 fall; become lower or less
d _ o _
9 make goods in large quantities, using machinery
m _ n _ _ _ _ t _ _ _
10 combine to form a single thing
m _ _ g _

c Complete the text with the correct form of the verbs and verb phrases in the list.

become the market leader expand export grow
import launch a new product market produce
~~set up a new business~~ take over



A friend of mine, Anne, was lucky enough to inherit a farm when she left university, so she decided to [1] *set up a new business*: an organic food company. The company [2] _____ its products under the name Bioplus, and among other things, it [3] _____ muesli. Anne [4] _____ nuts and dried fruit from South America and mixes these with cereal from crops on the farm to make the muesli. Her muesli sells well nationally, and recently she [5] _____ into new markets abroad. Today, she also [6] _____ to northern European countries, like Norway and Sweden.

The company is [7] _____ rapidly, and Anne is always looking for new employees. Right now, she's preparing to [8] _____: a cereal bar the company has been testing. Anne is very realistic, as she knows she will never [9] _____ in the field. However, neither does she want one of the big cereal giants, like Kelloggs or Nestlé, to [10] _____ her small family company.

d Complete the sentences with the correct form of *make* or *do*.

1 A company always *does* extensive market research before it launches a new product.
2 If a company _____ a loss, the staff often face job cuts.
3 Many countries started _____ business with China when the trade sanctions were lifted.
4 The managing director _____ the decision to close the factory yesterday.
5 The factory is going to _____ 30 people redundant after Christmas.
6 My company _____ really badly last year; if the situation doesn't improve, it may close.
7 Management and unions have _____ a deal that should prevent a strike.
8 If we _____ a profit again next year, the manager may think of opening another office.
9 There's no need to thank me. I'm only _____ my job.
10 She doesn't _____ much money from acting, so she's also got a part-time job as a waitress.

LIVEWORKSHEETS

e Match 1–8 to responses a–h.

1 Where have you been? c
2 Shall we start the meeting? ____
3 I'm going out with my boss for a drink tonight. ____
4 Let's go to that lovely old café on the corner. ____
5 Shall we finish now? ____
6 Who are you messaging? ____
7 Your boss is heading in this direction. ____
8 Why do you need to talk to your ex? ____

a Yes, let's get down to business.
b I'm afraid it's gone out of business.
c ~~Mind your own business!~~
d Are you sure you want to mix business with pleasure?
e OK, but first, is there any other business?
f I'm sorry, but it's none of your business.
g Because we have some unfinished business.
h Yes, and it looks as if she means business.

f Answer the questions about yourself and your home.



1 How far from your home is the nearest branch of your bank?

2 Name a chain that you can find in your nearest shopping centre.

3 Which products are manufactured in your country?

4 Which companies from your country are market leaders?

5 Which products does your country export and where to?

6 Which industries are growing in your country?

7 Which products does your country import and where from?

8 Would you like to set up your own company? Why / Why not?

3 PRONUNCIATION changing stress on nouns and verbs

a Underline the stressed syllable in the highlighted words.

1 China exports more goods than any other country.
2 They transport most of their products by lorry.
3 There's been a huge increase in petrol prices recently.
4 The price of wheat has decreased by 5%.
5 Scientists are making progress in finding a cure for AIDS.
6 The visa permits you to stay for three months.
7 Brazil produces about a third of the world's coffee.
8 We do not give refunds without a valid receipt.
9 The government is hoping to reduce foreign imports.
10 Vinyl records are becoming popular again.



b 9.1 Listen and check. Then listen again and repeat the sentences.

LIVEWORKSHEETS