British entrepreneurs

Anita Roddick

Anita Perilli was born in 1942 in Littlehampton, a seaside town [1]_____ the south of England. Her parents were from Italy and ran a café. After leaving school, she trained [2]_____ an English teacher, but before finding a job, she decided to travel round the world, working in a number of different countries. When she got back [3]_____ Britain, her mother introduced her to a young Scottish man called Gordon Roddick. They fell in love immediately and [4]_____ married. Together, they opened a restaurant and a small hotel in Anita's home town. They had two daughters and moved to Brighton, also on the south coast.

2 Complete the text about British entrepreneur Anita Roddick. Write one appropriate word for each gap.

It was there in 1976 that Anita Roddick opened the first Body Shop store. Her husband was travelling in South America and she needed to earn money to support her young family. She wanted [5]_____ sell cosmetics and skin-care products that were natural and not tested on animals. She also recycled the bottles [6]_____ contained her products: customers could bring them back to the shop and refill them. 'Businesses have the power to do good,' she said. She opened a second shop six months [7]_____ and by 1991, there were seven hundred Body Shop stores. By 2004, the Body Shop had over two thousand stores with 71 million customers in 51 countries.

Anita Roddick was passionate about social and environmental issues. She gave money [8]_____ many charities, including Greenpeace and Amnesty International, and she campaigned for them too. She joined anti-globalisation protests and was very critical of big oil companies that did not invest in renewable energy.

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Towards the end [9]_____ her life, she sold Body Shop to the world's largest cosmetics company, L'Oréal. Many of her customers felt betrayed. But she gave away most [10]_____ her money to charities. She died in 2007 at the age of 64.

3 Read the text again. Answer the questions.

1 Where were Roddick's parents from?
2 What did she do immediately after leaving school?
3 What businesses did she and her husband run together?
4 Where was her husband when she opened the first Body Shop store?
5 What was different about the ingredients in Body Shop products?
6 Why did some of her customers feel betrayed?

4 3.25 Listen to a radio programme about Richard Branson, another British entrepreneur. Put the businesses in the order that Branson started them.

a airline ___
b mail-order record company ___
c mobile phone company ___
d recording studio ___
e space tourism company ___
f student magazine ___
g train company ___

5 3.25 Listen again. Are the sentences true or false? Write T or F.

1 Branson's head teacher made a correct prediction about Branson's future. ___
2 Branson was unable to attract famous bands to his record company. ___
3 He still owns his record company. ___
4 He has broken two world records. ___
5 Branson has set up a space tourism company. ___

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