BUSINESS PEOPLE



1 Vocabulary

Match the words and phrases to the definitions:

1. an entrepreneur	a. leaving a job
2. an inventor	b. money that you get for a special reason, e.g. to invest in a business
3. a co-founder	c. somebody who creates a new idea, thing or product
4. funding	d. somebody who establishes a company with another person
5. resignation	e. somebody who starts a business or businesses

Can you think of any successful entrepreneurs or inventors?

2 Collocations

Match the verbs on the left with the nouns on the right. Then complete the sentences below.

1. take	a. a break
2. attend	b. a company
3. invent	c. a meeting
4. receive	d. a new product
5. found	e. a salary
6. earn	f. funding (to start a business)

1. I'm a little tired now. I want to_____.

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2. Mr Small_____of $50,000 per year.
3. Team work is very important. We have to_____every day.
4. We are looking for investors. We need to_____a lot of_____to start this business.
5. If you want to be a successful entrepreneur, you don't need to_____. You can offer a useful service.
6. Mark is not happy as an employee. He wants to_____his own_____.

3 Business profile

Look at the picture. Who was this person? What do you know about him? Read the text.



Steve Jobs was a famous American entrepreneur and inventor. He was the co-founder and chairman of Apple Inc.

He was born in San Francisco, California in 1955. He **lived** with his adoptive parents Paul and Clara Jobs. Paul **worked** as a mechanic and a carpenter, and Steve **learned** how to work with his hands. Paul **showed** Steve how to build electronics such as radios and televisions.

Steve Jobs' career **started** in 1972. He **worked** as a technician for Atari. After taking a break to travel to India, Jobs **returned** to Atari in 1974. In 1975, he **attended** meetings of the Homebrew Computer Club with Steve Wozniak. In 1976, Jobs and Wozniak **started** their own business, which they **named** "Apple Computer Company", remembering a happy summer when Jobs **picked** apples.

In 1976, Wozniak **invented** the Apple I computer. They **received** funding from an Intel engineer and **started** to sell the computers. However, because of disappointing sales and Jobs's difficult relationship with the company, he **stopped** coming to work and **resigned** as chairman in 1985. Jobs **founded** NeXT Inc. after his resignation with $7 million. In 1996, Apple **decided** to buy NeXT for $427 million and Jobs **returned** to the company that he **co-founded**.

With Jobs as chairman, the company **increased** sales significantly with the introduction of the iMac, the iPod portable music player and other new products. On June 29, 2007, Apple **entered** the cellular phone business with the introduction of the iPhone.

Jobs **earned** a salary of only $1 per year as CEO but he was worth $8.3 billion in 2010 according to Forbes. In August 2011, he **resigned** as CEO of Apple and he **died** of cancer in October 2011.

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4 Past simple - regular verbs

The words **in bold** in the text are the past forms of regular verbs. Answer the questions:

1. How do we form the past of a regular verb like *work*, *start* and *return*?
2. How do we form the past of a regular verb like *live*, *increase* and *name*?
3. Find more examples of rule 1 and 2 in the text.

There are three ways to pronounce the -ed ending of regular verbs. Listen to your teacher and repeat.

/d/	/t/	/id/
lived	worked	started
learned	picked	attended
showed	increased	invented

Now listen and read the words below. Which category do they belong to?

wanted - offered - liked - hated - repeated - stopped

corrected - loved - fixed - played - asked

5 Anita Roddick

Complete the facts about the British businesswoman Anita Roddick (1942-2007), founder of The Body Shop. Use the verbs below in the past.



die found marry offer open promote purchase divorce train travel

1. Her parents divorced when she was nine.
2. In her younger years, she_____as a teacher.
3. She_____Gordon Roddick in 1970.
4. They_____a restaurant and a hotel in their home town.
5. Her first Body Shop_____only 15 product lines.
6. During her career, she_____fair trade with third world countries.
7. In 1990, she_____a charity called 'Children on the Edge'.
8. In 2006, L'Oréal_____The Body Shop for £652 million.
9. In 2007, Roddick_____because of a serious illness.
10. During her life, she_____to many different countries.

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6 Past simple - Negative and question forms

In pairs read the dialogue about Steve Jobs's early career and answer the questions below:

A: **Did** Steve Jobs **live** with his real parents as a child?

B: No, he **didn't live** with his real parents. He **lived** with his adoptive parents.

A: **Did** his career **start** in 1972?

B: Yes, it **did**.

A: When **did** he **start** his own business?

B: He **started** his own business with Steve Wozniak in 1976.

A: **Did** they **receive** funding from their parents?

B: No, they **didn't**. They **received** funding from an Intel engineer.

A: When **did** he **found** the company NeXT?

B: He **founded** NeXT in 1985.

1. How do we form questions with the past simple?
2. What is the negative past form?
3. How do we form short answers with the past form?

7 Past simple (regular verbs)

Study the past forms of the verb 'work'.

affirmative forms	negative forms	questions
I worked	I didn't work	Did I work?
You worked	You didn't work	Did you work?
He/she/it worked	He/she/it didn't work	Did he/she/it work?
We worked	We didn't work	Did we work?
You worked	You didn't work	Did you work?
They worked	They didn't work	Did they work?

Short answers
Yes, I did. / Yes, you did. / Yes, he did ...
No, I didn't. / No, you didn't. / No, he didn't ...

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8 Practice

Form questions like in the example.

Anita Roddick's parents / divorce / when she was nine?__

Did Anita Roddick's parents divorce when she was nine?

1. Anita Roddick / train / as a nurse?

   .....

2. she / marry / Gordon Roddick in 1970?

   .....

3. they / open / a sauna?

   .....

4. the first Body Shop / offer / a wide range of products?

   .....

5. Anit Roddick / found / a charity / in 1990?

   .....

6. L'Oréal / purchase / the Body Shop / for $10 million?

   .....

7. Anita Roddick / die / in 2007?

   .....

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