

READING

7.4

Multiple choice

I can identify specific information in a short article.

1 SPEAKING Discuss the questions.

- How often do you shop online?
- Which of the following have you bought online in the last three months?

(books clothes music technology tickets)

- What would you never buy online? Why?

2 3.24 Complete the information about Amazon with the numbers in the box. Then listen and check.

(2 5 100 600 45,000 341,000)



Amazon's logo has a smile that goes from A to Z. It shows that the company is ready to deliver anything to anywhere in the world.

AMAZON IN NUMBERS

- Amazon employs ¹ _____ people and ² _____ robots.
- Every employee at Amazon has to spend ³ _____ days a year dealing with customers' complaints (including Jeff Bezos, the Company Director).
- At Amazon ⁴ _____ items are shipped every second.
- One new book is added to Amazon's site every ⁵ _____ minutes.
- Amazon delivery drones fly at up to ⁶ _____ metres high and up to 100 kilometres per hour.

3 Complete the headings in the text with the words in the box. Then read the text and check your answers.

(biological company future helicopter space technology)

EXAM FOCUS Multiple choice

4 Read the text again. For questions 1–5, choose the correct answer, A, B, C or D.

- Miguel Bezos adopted Jeff
 - when he was a baby.
 - when he was a teenager.
 - when he was four years old.
 - when he was ten years old.
- Jeff Bezos started Amazon because
 - he was a university graduate.
 - he wanted to leave New York.
 - he had a well-paid job.
 - he saw that the Internet was growing.
- The name *Cadabra* wasn't used because
 - it means 'dead body'.
 - it's difficult to pronounce correctly.
 - another online site had a similar name.
 - it didn't go to the top of website lists.
- Bezos's company Blue Origin
 - is producing drones to deliver orders.
 - is building a human space station.
 - is developing space travel for everyone.
 - is selling space travel on Amazon.
- At Amazon Go
 - you pay at a checkout desk.
 - you don't have to pay.
 - you use your smartphone to pay.
 - you can only use cash.

WORD STORE 7E Shopping

5 3.26 Complete WORD STORE 7E with the words or phrases in blue in both texts. Then listen, check and repeat.

6 Read some facts about eBay. Complete the sentences with the words and phrases in WORD STORE 7E. Which is the most interesting fact?

- The first thing that was _____ from eBay was a broken laser pointer.
- 800 million items are _____ on eBay at any one time.
- Most eBay _____ do their shopping at weekends, especially Sunday afternoons.
- On Christmas day, there's always _____ of 300 percent in sales of perfume as people sell their unwanted Christmas presents.
- There are more _____ on eBay from British customers than any other nationality.
- The big advantage of online stores like eBay and Amazon is that you never have to _____ at the _____.

THE BRAINS BEHIND AMAZON.COM

3.25

Amazon.com is a household name, but what do you know about the billionaire entrepreneur, Jeff Bezos, who started it in a garage in 1994?

His ¹ father was a unicyclist

Bezos was born in 1964 when both his parents were still teenagers, and his father was a unicyclist in the circus. They divorced after a year. When Bezos was four, his mother remarried and he was adopted by his stepfather, Miguel Bezos, a Cuban immigrant to the United States. Jeff learnt that he was adopted when he was ten.

He showed an early interest in science and ²

When he was a schoolboy, Bezos made an electrical alarm to keep his younger brother and sister out of his room. Later, he graduated in electrical engineering and computer science. He was working in a well-paid job in New York when he heard about the rise of Internet use by 2,300% in one year. It was 1994, and he decided to start his own Internet business.

His ³ wasn't called Amazon at first

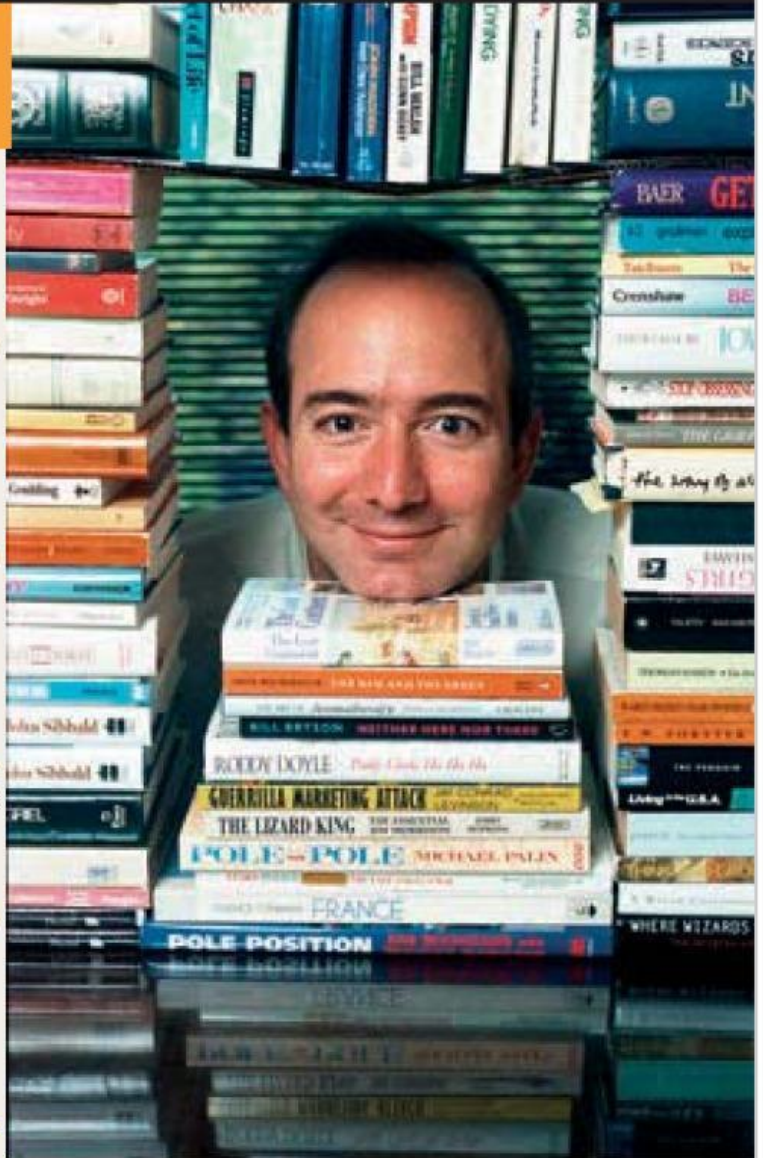
Amazon started as a bookstore in a garage, and grew fast. In its first month of business, orders came in from forty-five countries around the world. At first, the online bookstore was named Cadabra, but it was hard to say, and some people thought it was similar to 'cadaver' (dead body). Instead he chose the name Amazon: firstly, it appeared at the top of lists of website addresses because it begins with 'A'; secondly, Bezos could see the similarity between the world's largest river and the world's largest bookshop.

He survived a ⁴ accident

A helicopter Bezos was travelling in crashed. Bezos and the other passengers were not badly hurt, but the accident put him off helicopters. However, flying objects are still a passion for him. Amazon is working on drones that can deliver orders in thirty minutes.

He's passionate about exploring ⁵

Bezos has dreamt about space travel since he was a child. At high school he said he wanted '... to build space hotels, amusement parks and colonies for two or three million people.' He started a company, Blue Origin, to make space travel more widely available. With Amazon he made shopping easy, and now he wants to do the same for space travel.



He has big ideas for the ⁶ of Amazon

Jeff Bezos is always trying to improve the customer experience. His latest innovation is Amazon Go, or the 'just walk out' store. Amazon Go is a supermarket where you take food off the shelf, put it in your bag and leave. No credit cards, no queues at the checkout desk. All you need is a smartphone and an Amazon account. Bezos sees this as the future of shopping.

7 SPEAKING Discuss the questions.

- 1 How many online shopping stores can you think of?
- 2 Do you like the idea of Amazon Go? Why?/Why not?
- 3 What do you think the future is for the following forms of payment: cash; debit/credit card; smartphone?

8 SPEAKING Complete the sentences with the words in the box to make them true for you. Then compare your sentences with a partner.

(billionaire brother businessperson company customer director employee entrepreneur immigrant passenger schoolboy sister stepfather teenager unicyclist wife)

- 1 I was/I am a(n) ...
- 2 I will possibly be a(n) ...
- 3 I will never be a(n) ...