

# 1 Grammar test

## 1 Complete the sentences with the correct form of the Present Simple.

- 1 They spend (spend) a long time working at their computers.
- 2 The company \_\_\_\_\_ (not, allow) employees to surf the Net.
- 3 Julie often \_\_\_\_\_ (arrive) late for meetings.
- 4 David \_\_\_\_\_ (get) about 30 emails a day.
- 5 We \_\_\_\_\_ (not, sell) our goods in the Far East.
- 6 They \_\_\_\_\_ (prefer) working in an open-plan office.
- 7 Alessandra \_\_\_\_\_ (not, have) a busy schedule next week.
- 8 Lars \_\_\_\_\_ (study) English for an hour every evening after work.
- 9 He \_\_\_\_\_ (send) over 50 emails a day.
- 10 I \_\_\_\_\_ (not, have) a busy schedule this week.

## 2 Complete the questions using the Present Simple.

- 1 A Are you a sales representative?  
B No, I'm not. I'm a personal assistant.
- 2 A What time \_\_\_\_\_ work?  
B She usually starts work at 8.45.
- 3 A Where \_\_\_\_\_?  
B He works in central Berlin.
- 4 A \_\_\_\_\_ in a team?  
B Yes, they enjoy working in a team.
- 5 A How long \_\_\_\_\_ for lunch?  
B They take an hour.
- 6 A What \_\_\_\_\_?  
B My main responsibilities are meeting clients and negotiating contracts.
- 7 A What kind of computer \_\_\_\_\_?  
B Andrew uses an iMac.
- 8 A When \_\_\_\_\_ your holiday?  
B We take it in August.
- 9 A \_\_\_\_\_ working long days?  
B No, Ella doesn't mind working long days.
- 10 A What time \_\_\_\_\_ in the evening?  
B I finish at 6.30.

## 3 Write sentences about Pawel in your notebook.

	travel	deal with people	work in a team	use technology	do research
like	✓				
not like				✓	
not mind			✓		
hate					✓
good at		✓			

### EXAMPLE

He likes travelling.

# 1 Introducing yourself

- 1** You are going to attend a conference with two colleagues. Work in groups of three and complete your role cards.
- Choose the name of your company.
  - Choose your name. Either use your own name or invent another.
  - Choose the job you do for the company. Look again at p.5 or choose a different one.
  - Note two or three of your responsibilities.
  - Now make a name card or a label so people know who you are.
- 2** Now you are at the conference. It's important to talk to the other conference-goers. Try to keep the conversations going!
- Introduce yourself to someone from another company.
  - Find out who that person is, who they work for, and what they do.
  - Introduce that person to one of your colleagues.
  - Continue until your teacher stops you.

_____
Name
_____
Company
_____
Job
_____
Responsibilities
_____



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_____
Name
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Company
_____
Job
_____
Responsibilities
_____

## 2 Grammar test

### 1 Complete the sentences with the Present Simple or the Present Continuous.

- 1 Carmen *is working* (work) in the Madrid office this week.
- 2 What \_\_\_\_\_ (your department, do)?
- 3 We \_\_\_\_\_ (not, achieve) enough sales this month.
- 4 They \_\_\_\_\_ (want) to send me on a training course.
- 5 Facilities \_\_\_\_\_ (organize) the maintenance of the building.
- 6 A What \_\_\_\_\_ (Sebastian, do) these days?  
B He \_\_\_\_\_ (do) a two-year business course.
- 7 Max \_\_\_\_\_ (never, miss) a deadline.
- 8 My boss \_\_\_\_\_ (be) really stressed at the moment.
- 9 Who \_\_\_\_\_ (you, write) that letter to?
- 10 She often \_\_\_\_\_ (fly) to Warsaw to visit the head office.

### 2 Read the email and underline the correct form of the verbs.

From... Grace Petersen Sent: \_\_\_\_\_  
To... Matthew Hart  
Subject: My news

Hi Matt

I <sup>1</sup> *write / 'm writing* this email on a train in France! I <sup>2</sup> *travel / 'm travelling* to Paris for a conference. I <sup>3</sup> *don't usually have / 'm not usually having* such an exciting lifestyle. This <sup>4</sup> *is / is being* my first work trip abroad.

I <sup>5</sup> *have / 'm having* a new job in the Design department. I <sup>6</sup> *learn / 'm learning* lots of new skills. My colleagues <sup>7</sup> *seem / are seeming* really friendly, too. They <sup>8</sup> *often go out / are often going out* on Fridays after work.

I <sup>9</sup> *hope / 'm hoping* you <sup>10</sup> *have / are having* a great time on your gap year.

See you during the summer!

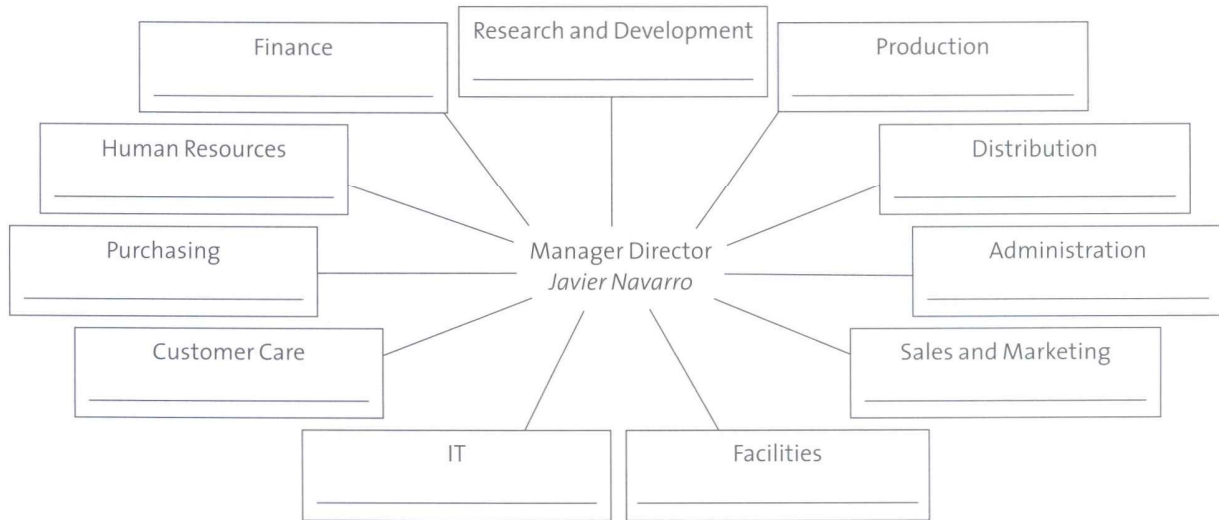
Grace

### 3 Complete the dialogues using the correct form of the verbs. Use short forms.

- A What <sup>1</sup> *do you do* (you, do)?  
B I <sup>2</sup> \_\_\_\_\_ (work) for a computer software company.
- A What <sup>3</sup> \_\_\_\_\_ (you, do) at the moment?  
B I <sup>4</sup> \_\_\_\_\_ (develop) a new computer game.
- A Where <sup>5</sup> \_\_\_\_\_ (be) Alex?  
B He <sup>6</sup> \_\_\_\_\_ (drive) Leonardo to the airport.
- A Why <sup>7</sup> \_\_\_\_\_ (he, see) his manager?  
B They <sup>8</sup> \_\_\_\_\_ (talk) about his promotion.
- A What <sup>9</sup> \_\_\_\_\_ (Ben and Katie, do)?  
B Ben <sup>10</sup> \_\_\_\_\_ (talk) to the Sales Manager and Katie <sup>11</sup> \_\_\_\_\_ (be, not) in the office today. She <sup>12</sup> \_\_\_\_\_ (visit) clients.

# 2 Departments

1 Which departments do these people work for? Complete the chart.



**“** This is a busy time of the year because we’re producing the annual accounts. **”**  
Andrew Symonds

**“** We’re doing health and safety checks around the building this month. **”**  
Filip Král

**“** We make sure that all our goods are properly packed and labelled before they are dispatched. **”**  
Ray Clarke

**“** We notify our staff if there are promotion opportunities. **”**  
Elena Morales

**“** This week we’re installing new virus protection on our whole system. **”**  
Agnès Laforgue

**“** We check the quality of the product at each stage of the manufacturing process. **”**  
Dean Wilson

**“** We’re dealing with lots of enquiries at the moment. It’s a busy time! **”**  
Steven Baines

**“** At the moment we’re designing an exciting range of new products. **”**  
Lisa Papi

**“** We maintain good relations with our suppliers. **”**  
David Lee

**“** We produce and distribute publicity materials such as catalogues and brochures. **”**  
Mitsuko Saito

**“** We do everything from organizing meetings to making travel arrangements. It’s non-stop! **”**  
Penny James

2 Read the text and answer the question. What are the advantages and disadvantages of departments

- for the company?
- for employees?

Advantages	Disadvantages
<i>Employees are members of a team.</i>	<i>Departments don't communicate with each other.</i>

Businesses often choose to specialize in one activity and concentrate on doing what they are good at. In larger business organizations, formal groups or departments also specialize in particular activities. The employees within these departments focus on specific tasks.

- 3 What do you think? Is it better to work
- in a small company and learn lots of different jobs?
  - in a large company, in one department, and specialize?

## 3 Grammar test

### 1 Write the Past Simple forms of these verbs.

- |                        |                |               |               |
|------------------------|----------------|---------------|---------------|
| 1 study <u>studied</u> | 4 travel _____ | 7 apply _____ | 10 work _____ |
| 2 take _____           | 5 read _____   | 8 go _____    | 11 buy _____  |
| 3 come _____           | 6 stand _____  | 9 plan _____  | 12 find _____ |

### 2 Complete the sentences using the Past Simple.

- Thomas decided (decide) to stay in a hotel near the airport.
- bmi* \_\_\_\_\_ (start) as a flying school in 1948.
- \_\_\_\_\_ (Louise, pack) an alarm clock?
- I \_\_\_\_\_ (miss) the flight because I overslept.
- We \_\_\_\_\_ (meet) at the sales conference last year.
- Which proposal \_\_\_\_\_ (they, choose)?

### 3 Make sentences using the correct form of the Past Simple.

- What / do / yesterday?  
*What did you do yesterday?*
- We / wait / at the station for more than two hours but the train / not arrive.  
\_\_\_\_\_
- Mr Janssen / sign / the contract yesterday?  
\_\_\_\_\_
- She / try / to call on her mobile but she / not able / to get a signal.  
\_\_\_\_\_
- I / forget / to buy the tickets.  
\_\_\_\_\_
- Why / Melissa / not apply / for that job?  
\_\_\_\_\_

### 4 Complete the dialogue with the correct form of the verbs. It's Monday morning in the office.

watch	not serve	go	finish	sleep	be
not clean	have	not be able to	do	not work	be

- A <sup>1</sup>*Did you have* a successful trip?
- B Yes, thanks. The meeting <sup>2</sup>\_\_\_\_\_ really well. We even <sup>3</sup>\_\_\_\_\_ early on Friday afternoon.
- A And how <sup>4</sup>\_\_\_\_\_ the hotel?
- B The air conditioning in my room <sup>5</sup>\_\_\_\_\_. They <sup>6</sup>\_\_\_\_\_ my room. I <sup>7</sup>\_\_\_\_\_ get internet access. And they <sup>8</sup>\_\_\_\_\_ food in the restaurant after nine o'clock.
- A That's terrible!
- B But the worse thing <sup>9</sup>\_\_\_\_\_ the noise. The people in the next room <sup>10</sup>\_\_\_\_\_ TV until 3 o'clock every morning.
- A So what <sup>11</sup>\_\_\_\_\_ over the weekend?
- B I <sup>12</sup>\_\_\_\_\_!

### 3 Greeting visitors

You are meeting a visitor from another country. Before you meet, decide together:

- who you are
- where you are
- your jobs
- the reason for the visit

**1** Role-play your meeting at the airport.

**Expressions**

Hello, are you ... ? I'm ...

It's good to meet you.

Did you have a good journey? / How was your flight?

Would you like something to drink?

Can I help you with your luggage?

Shall we go straight to your hotel / the office / the restaurant?

**2** Role-play your conversation at a restaurant.

It's important to be able to make conversation and to maintain a relaxed atmosphere – you can't talk about work all the time. This is where 'small talk' comes in. Be prepared to talk about:

- the weather at home
- your family
- your home
- your home town or city
- sport and the news
- the weather in your visitor's country
- your visitor's family
- your visitor's home
- your visitor's home town or city.

Try to keep the conversation going as long as possible!



You are a visitor from another country. Before you meet your host, decide together:

- who you are
- where you are
- your jobs
- the reason for the visit

**1** Role-play your meeting at the airport.

**Expressions**

Hello, are you ... ? I'm ...

It's good to meet you.

The journey was fine. / Not too bad. / It was pretty awful. There was ...

Could we have a coffee / something to eat before we leave?

**2** Role-play your conversation at a restaurant.

It's important to be able to make conversation and to maintain a relaxed atmosphere – you can't talk about work all the time. This is where 'small talk' comes in. Be prepared to talk about:

- the weather at home
- your family
- your home
- your home town or city
- sport and the news
- the weather in the place you're visiting
- your host's family
- your host's home
- the place you're visiting.

Try to keep the conversation going as long as possible!

## 4 Grammar test

1 Write the questions and answers. Use the Past Simple or the Present Perfect.

- 1 A what time / arrive / this morning? *What time did you arrive this morning?*  
 B I / get / here / at about quarter past nine \_\_\_\_\_
- 2 A you / ever / consider / a career in sport? \_\_\_\_\_  
 B yes / . / in fact / I / work / in a gym / two years ago \_\_\_\_\_
- 3 A what / do / at the training course / yesterday? \_\_\_\_\_  
 B we / learn / how to run effective meetings \_\_\_\_\_
- 4 A they / ever / go / to the USA before? \_\_\_\_\_  
 B yes / . / they / go / a couple of years ago \_\_\_\_\_

2 Complete the conversation using the correct form of the verbs. Use short forms.

Richard OK, Barbara, I just want to check on your progress here. When <sup>1</sup> *did your work experience begin* (your work experience / begin)?

Barbara I <sup>2</sup> \_\_\_\_\_ (start) at the end of June.

Richard So you <sup>3</sup> \_\_\_\_\_ (be) here for nearly two months now. OK, what different aspects of the job <sup>4</sup> \_\_\_\_\_ (cover)?

Barbara Well, I <sup>5</sup> \_\_\_\_\_ (work) in reception and I <sup>6</sup> \_\_\_\_\_ (answer) the phones. I <sup>7</sup> \_\_\_\_\_ (also, help) update the database.

Richard <sup>8</sup> \_\_\_\_\_ (work) in the gyms at all?

Barbara Actually, I <sup>9</sup> \_\_\_\_\_ (be) in the gym last week. I <sup>10</sup> \_\_\_\_\_ (follow) some instructors for a day and they <sup>11</sup> \_\_\_\_\_ (show) me the different exercise routines. I really <sup>12</sup> \_\_\_\_\_ (enjoy) it.

Richard <sup>13</sup> \_\_\_\_\_ (see) any other classes?

Barbara I <sup>14</sup> \_\_\_\_\_ (watch) an aerobics class last week.

Richard What other things <sup>15</sup> \_\_\_\_\_ (you, want) to do before you go back to university?

Barbara Well, <sup>16</sup> \_\_\_\_\_ (not work) in the pool. I'd love to do that.

3 Look at the Past Simple and Present Perfect verbs. Tick (✓) the correct ones, cross (X) the wrong ones and correct the sentences.

- 1  They ~~have won~~<sup>won</sup> the sports brand of the year award in 2005.
- 2  Have you ever dreamed of managing a major football club?
- 3  I put on a lot of weight. I must go to the gym!
- 4  How many sports events have you been to so far this year?
- 5  He hasn't got hands-on experience and he didn't run a business before.
- 6  When I was 18 I have trained in sports management.

## 4 Careers in sports

Careers in sports

File Edit View Insert Format Tools Actions Help

**Careers in sports**

- Professional sports
- **Legal, financial, and management**
- Health and fitness
- Sports entertainment
- Education and training
- Corporate sponsors
- Sporting events
- Sports media
- Sporting equipment

### So you want to work in sport?


The sports industry includes tens of thousands of companies and millions of employees all over the world. Do you want to get involved? Just click on your chosen area to find out more.

Legal, financial, and management

File Edit View Insert Format Tools Actions Help

**Legal, financial, and management**



**Legal, financial, and management**

As the sports industry has expanded, it has needed more business professionals to guide it.

These services include specialist lawyers, investment services, and sports agencies to represent clients.

**Case study: Gary Sanchez, sports agent**

Sports agents work for sports agencies, and these agencies represent athletes. They aim to protect and develop their careers, improve their image, find sponsors, and increase their income. This may involve anything from negotiating contracts with clubs and media organizations to preparing their taxes.

Education and training is important. Sports agents often have Business and Law degrees. Most agencies look for some legal knowledge in job applicants because reading contracts is complicated! Communication skills are essential, too. And let's not forget a good knowledge of sports.

It's an exciting world to work in. A sports agent has to travel a lot, think quickly, be able to analyse and negotiate contracts, and enjoy talking. Some days I spend hours on my mobile!

It can be difficult to get started as an agent. There's a lot of competition for jobs. But don't give up. It's a rewarding career – emotionally and financially.

- 1** Work in pairs. Try to write three jobs for each category of sports career in the 'Careers in sports' list above.

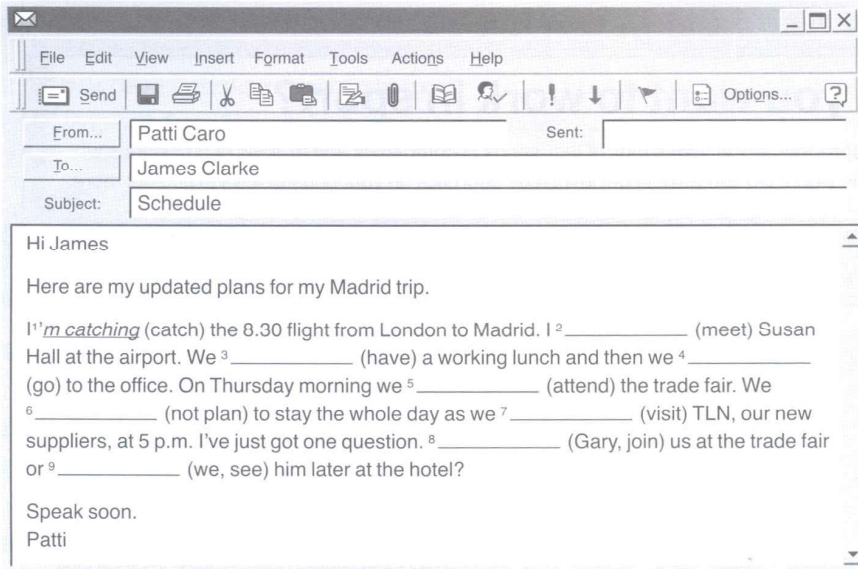
**EXAMPLE**

*Professional sports – footballer, tennis player, basketball player*

- 2** Would you like a career in sport? Which area are you interested in? Why?
- 3** Read the web page and answer the questions.
- 1 What do sports agencies do?
  - 2 What skills and qualifications does a sports agent need?
  - 3 What kind of activities does the job involve?
  - 4 Why is it a difficult career to get into?
- 4** What do you think? Agree or disagree with the following statements.
- Sports agents are bad for sport.
  - Corporate sponsors are good for sports stars and clubs.
  - With cable and satellite TV, there is now no reason to attend live sporting events.
  - Professional athletes make too much money.
  - Sport is another branch of entertainment, like music or films.

# 5 Grammar test

1 Complete the email using the Present Continuous.



2 How do Marie and Alan intend to change their lives? Complete the sentences.

*Marie's New Year Resolutions*

- learn how to use PowerPoint
- don't send more than ten text messages a day
- leave work before 7
- apply for a new job

*Alan's New Year Resolutions*

- improve my sales technique
- set clearer targets
- leave work before 7
- apply for a new job

- 1 Marie is going to learn how to use PowerPoint.
- 2 Alan \_\_\_\_\_
- 3 Marie \_\_\_\_\_
- 4 Alan \_\_\_\_\_
- 5 They \_\_\_\_\_
- 6 They \_\_\_\_\_

3 Complete the sentences with the correct forms of the Present Continuous or *be going to*.

- 1 As you can see from the figures, our sales to China are decreasing (decrease) due to problems with our distributors.
- 2 \_\_\_\_\_ (you, do) anything tomorrow afternoon?
- 3 Unfortunately, the graph shows that levels of customer satisfaction \_\_\_\_\_ (fall).
- 4 Paola \_\_\_\_\_ (not, like) this customer feedback.
- 5 \_\_\_\_\_ (she, take) the job in Paris?
- 6 I'm afraid I \_\_\_\_\_ (meet) a sales rep at 3.30.
- 7 I \_\_\_\_\_ (not, write) any more letters today.
- 8 The figures show that costs \_\_\_\_\_ (not, increase) at the same rate.

## 5 Needs, wants, and preferences

1 Read the text and discuss the questions.

- 1 Why do you think it is important for companies to know their customers' key expectations?
- 2 What are your key expectations for a mobile phone?
- 3 What is the difference between a **need** and a **preference**?

### Trying to keep the customers satisfied

We are all consumers – and we are all different. When you buy a new mobile phone, you have a set of expectations. You may want it to be small and attractive. Or you may want it to have internet access. Or you may simply want it to be cheap and easy to use. If the product doesn't meet your key expectations, you will be dissatisfied. And the next time you want a new mobile phone, you will probably buy it from a different manufacturer.

Every customer has needs, wants, and preferences.

- A **need** is something you require. It could be goods or services. (a dictionary)
- A **want** is what it must be like. It is a general description of what you require. (bi-lingual, with business terminology)
- A **preference** is your personal choice, it's the ideal product. You may or may not find it. (not too expensive)



2 Imagine you have the following needs and complete the table.

	Need <i>I need ...</i>	Want <i>It must be ...</i>	Preference <i>I would prefer ...</i>
a laptop computer			
a pair of trainers			
a personal stereo			
a fast-food restaurant			
a pair of trousers			
a car			
a flight to London			
a TV			

3 Work in groups and compare your wants and preferences.

- Are they similar or different?
- Would they be the same for different age groups? Or for men or women?

4 Work in groups and discuss the question:

Imagine you are a manufacturer of laptop computers. Which key customer expectations would you choose to meet?

## 6 Grammar test

- 1 Complete the sentences with *must* or *mustn't* and the verbs below.

be  
avoid  
take off  
stand  
arrive  
~~put~~  
stare  
eat

### Top travel tips

- 1 In Austria, you *mustn't put* you're your hands on your lap during a meal. (X)
- 2 In Denmark, you \_\_\_\_\_ on time for dinner invitations. (✓)
- 3 In the UK, you \_\_\_\_\_ at people in public. (X)
- 4 In the Middle East, you \_\_\_\_\_ your shoes when you enter someone's home. (✓)
- 5 In Japan, you \_\_\_\_\_ strong displays of emotion in public. (✓)
- 6 In Germany, you \_\_\_\_\_ punctual when you have a business meeting. (✓)
- 7 In Pakistan you \_\_\_\_\_ with your left hand. (X)
- 8 In the USA, you \_\_\_\_\_ at least a metre from other people when you are talking. (✓)

- 2 Complete the sentences with the correct forms of *mustn't* or *don't have to*.

- 1 You *mustn't* smoke inside the building.
- 2 We have a relaxed dress code. Our male staff \_\_\_\_\_ wear suits and ties.
- 3 They \_\_\_\_\_ make personal phone calls in the office.
- 4 You \_\_\_\_\_ be late for the meeting. It's extremely important.
- 5 You \_\_\_\_\_ be mad to work here, but it helps.
- 6 We \_\_\_\_\_ forget to take the PowerPoint presentation!
- 7 Lisa \_\_\_\_\_ finish the report today. She can finish it tomorrow.
- 8 You \_\_\_\_\_ tell Karl that you are planning to leave.

- 3 Complete the sentences using the correct forms of *must*, *have to*, and the words in brackets. Sometimes more than one form is possible.

- 1 Does Amanda have to take (Amanda / take) any more examinations before she qualifies?
- 2 \_\_\_\_\_ (you / not / say) anything to Beatrice. She doesn't know.
- 3 \_\_\_\_\_ (I / deal with) customer complaints in my job. Fortunately, there aren't too many!
- 4 \_\_\_\_\_ (I / get) in touch with our suppliers tomorrow.
- 5 \_\_\_\_\_ (you / leave) home early to get here on time today?
- 6 \_\_\_\_\_ (he / remember) to follow the instructions next time. It's absolutely essential.
- 7 \_\_\_\_\_ (applicants / not / have) work experience.
- 8 \_\_\_\_\_ (we / go) on a training course last week.
- 9 A \_\_\_\_\_ (you / work) in the office every day?  
B No, I don't, because I can work from home, but \_\_\_\_\_ (I / be) contactable by phone.
- 10 \_\_\_\_\_ (visitors / not / leave) their cars in front of the building. They'll get a parking ticket!

- 4 In your notebook, write ten rules for your ideal work place.

- 1 *You have to be smart, but you don't have to wear formal clothes.*
- 2 *You mustn't work at weekends - it's bad for you.*

## 6 Getting it right

- 1 Companies often try to improve their products. Why do you think they do this? What can possibly go wrong?
- 2 Now read the first article and answer the questions.
  - Why wasn't New Coke successful?
  - Think of other products that have changed. Were the changes always improvements?
- 3 What problems could a company have when it promotes its products in foreign countries?
- 4 Now read the second article. What was the problem with the Electrolux slogan?
- 5 Work in groups. The following products had problems in their target markets. Discuss possible reasons.
  - 1 General Motors launched the Chevy Nova in South America.
  - 2 Schweppes started selling Tonic Water in Italy.
  - 3 American Airlines promoted its first-class leather seats to the Mexican market with the slogan, 'Fly in leather'.
  - 4 Clairol introduced the Mist Stick (a device for hair care) to Germany.
  - 5 Kentucky Fried Chicken's 'finger lickin' good' slogan in China.
- 6 Which foreign brands are successful in your country?

### *Know your customer*

Companies have to understand the culture that surrounds their own established products. Their customers expect certain levels of quality, taste, or image. Coca-Cola decided to change the formula for its famous drink and created New Coke. Its market research suggested that it was very popular. Unfortunately, when they launched it in 1985, they had a disaster on their hands. The classic drink was an American icon. People didn't want any changes. So the sales of New Coke fell – and the company soon returned to its classic formula and classic taste.

### *Check your language*

Companies must also be aware of foreign cultures when they launch new products. They have to understand local sensibilities and tastes – and the importance of language! The Swedish company Electrolux launched its vacuum cleaners in the US with the slogan 'Nothing sucks like Electrolux'. Good suction is an excellent quality in a vacuum cleaner. Unfortunately, in American slang, if something 'sucks', then it is awful.

## 7 Grammar test

1 Complete the sentences with *should* or *shouldn't* and the verbs in brackets.

### ***How to maintain a successful brand***

Starbucks is one of the most successful brands of the last decade. Here are some of its secrets that other brands could learn.

- 1 You *should try* (try) to exceed your own expectations.
- 2 You \_\_\_\_\_ (have) strong values and you \_\_\_\_\_ (use) them to help you make decisions.
- 3 You \_\_\_\_\_ (forget) that every detail is important.
- 4 You \_\_\_\_\_ (keep on) trying to innovate and do new things – but you \_\_\_\_\_ (change) the core of what you do.
- 5 You \_\_\_\_\_ (get) involved with local communities and community projects.

2 Write the questions using *should*.

- 1 (you / think / I / take / business cards to the trades fair?)  
*Do you think I should take business cards to the trades fair?*
- 2 (what / you / think / we / take?)  
\_\_\_\_\_
- 3 (where / I / put / the files?)  
\_\_\_\_\_
- 4 (you / think / I / ask / for a pay rise?)  
\_\_\_\_\_
- 5 (how long / you / think / she / stay at the conference?)  
\_\_\_\_\_
- 6 (who / they / send the documents to?)  
\_\_\_\_\_

3 Write two pieces of advice for each of these problems. They can be negative or positive.

- 1 I always have too many things to do and I never finish any of them.  
*You should make a list of things you have to do and work through them.*  
*You shouldn't try to do everything at the same time.*
- 2 I'm going to a careers fair next week and I don't know what to wear.
- 3 I have a job interview tomorrow and I'm really nervous.
- 4 I always arrive late for work in the morning.
- 5 My boss doesn't appreciate me. I don't think she understands all the work I do for her.
- 6 I share an office with two other people. They spend a lot of the day talking to each other. I find it very difficult to concentrate on my work.
- 7 I keep losing my mobile. I never know where it is.
- 8 When I go home I can't stop thinking about work. It's taking over my private life!

4 How could you be a better student? Write eight sentences in your notebook.

- 1 *I should organize my time better.*
- 2 *I shouldn't listen to dance music while I'm working.*

## 7 Careers fair

### Student A

You are a student. You are a visitor to a careers fair. You are interested in working in import / export.

- 1 Before you start:
  - a Think about you.
    - What are you studying?
    - Why are you interested in import / export?
    - What are your strengths and weaknesses? (*I'm good at ... , I like ... , I'm not keen on ...*)
    - Do you have any experience? (*I've worked ... / done ...*)
  - b Think about what questions to ask about the company. Find out
    - what products the company imports / exports
    - which countries it works with
    - if it has a training programme for new employees
    - if it offers work experience internships.
  - c Make some simple business cards on pieces of paper with your name and contact details.
- 2 Now go to the careers fair. Don't forget to
  - introduce yourself
  - take notes
  - ask for a business card
  - give your business card.
- 3 After the fair. Which companies are you interested in? Why?



### Student B

You are working on a company stand at a careers fair. You work for an import / export company.

- 1 Before you start:
  - a Write the name of your company on a sheet of paper and display it clearly on your desk.
  - b Think about your company.
    - What products do you import / export?
    - Which countries do you work with?
    - Do you have training programmes for new employees?
    - Do you offer work experience internships?
  - c Make some simple business cards on some pieces of paper. Write the name of your company, your name, and contact details.
  - d Think about what to ask the visitor. Find out:
    - what they are studying (*What ... ?*)
    - why they are interested in your company (*Why ... ?*)
    - the visitor's strengths and weaknesses (*What ... ?*)
    - if the visitor has any relevant experience (*Do you have ... ?*)
- 2 Now work at your company stand at the careers fair. Don't forget to ask for a business card.
- 3 After the fair. Which visitors to your stand are you interested in? Why?

## 8 Grammar test

1 Write the comparative and superlative forms of these adjectives.

1 easy	<i>easier</i>	<i>the easiest</i>
2 competitive		
3 big		
4 effective		
5 far		
6 costly		
7 bad		
8 interesting		
9 simple		
10 hot		

2 Complete the conversation with the comparative and superlative forms.

- A OK, so what's the <sup>1</sup>*best* (good) way to promote our new range of products?  
 B Well, <sup>2</sup>\_\_\_\_\_ (effective) way to promote is definitely on TV.  
 C But that's <sup>3</sup>\_\_\_\_\_ (expensive) option, too! We only have a small budget.  
 B Well, radio advertising is <sup>4</sup>\_\_\_\_\_ (cheap).  
 C It also reaches a <sup>5</sup>\_\_\_\_\_ (small) audience.  
 A That's true, but it is <sup>6</sup>\_\_\_\_\_ (exciting) than print advertising.  
 C We should consider billboards. They are one of <sup>7</sup>\_\_\_\_\_ (fast) growing segments in advertising. They're one of <sup>8</sup>\_\_\_\_\_ (cheap) ways to reach a mass audience.  
 A Well, I think we agree that a TV campaign is <sup>9</sup>\_\_\_\_\_ (good) option. And we should make our online store <sup>10</sup>\_\_\_\_\_ (easy) to use, too.

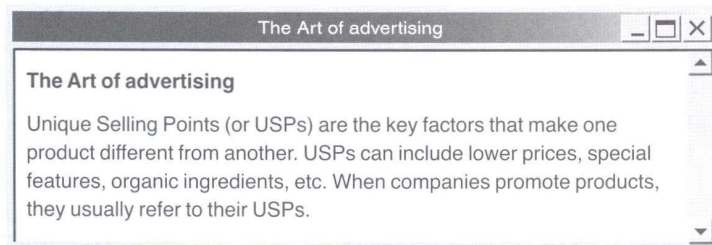
3 Write the questions using superlative adjectives, then write your own answers.

- 1 (what / bad / day of the working week?)  
*What's the worst day of the working week? Monday is the worst day because it is difficult to get up!*
- 2 what / good / advertisement / you / ever / see?  
 \_\_\_\_\_
- 3 who / famous / business person in your country?  
 \_\_\_\_\_
- 4 what / difficult / thing about learning English?  
 \_\_\_\_\_
- 5 what / expensive / thing / ever / buy?  
 \_\_\_\_\_
- 6 who / important / influence on your life?  
 \_\_\_\_\_
- 7 what / funny / advertisement on TV at the moment?  
 \_\_\_\_\_
- 8 what / useful / Business know-how / you / read / so far?  
 \_\_\_\_\_

## 8 Promoting products

- 1 Read the paragraph then consider the following brands and products. What are their USPs?

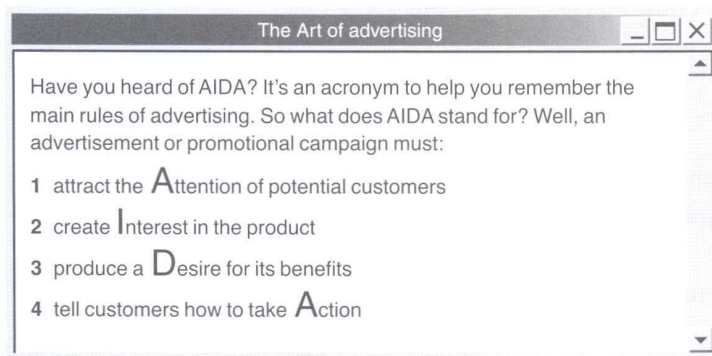
Häagen-Dazs ice-cream the iPod IKEA Benetton



- 2 How do advertisements work? What do they try to do? Note your ideas.

EXAMPLE *entertain people*

- 3 Read the article. Did it mention your ideas?



- 4 Match the following with the AIDA checklist.

You want to convince customers of the benefits of having your product.

This may tell people to buy the product by a certain date / tell them when an event will take place / show them how to enter a competition, etc.

A powerful or interesting image, or an attractive special offer, can achieve this.

You can do this by using good headlines and slogans, good design, bright colours, etc.

- 5 Work in groups. Make a magazine advertisement for a product or brand.

Remember to

- advertise the USPs
- refer to AIDA
- include an image

- 6 Look at the advertisements and decide which advertisement

- is the best (why?)
- attracts your attention the most (why?)
- arouses most interest in the product (how?)
- creates the most desire for its benefits (how?)
- tells customers how to take action most clearly (what action?)