

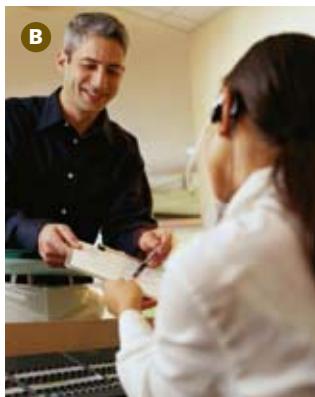


01 WHO ARE YOU?

Seven seconds is the average length of time you have to make a first impression. If your first impression is not good, you won't get another chance with that potential client.

LYDIA RAMSEY – [HTTP://WWW.SIDEROAD.COM/SALES/FIRST-IMPRESSIONS.HTML](http://WWW.SIDEROAD.COM/SALES/FIRST-IMPRESSIONS.HTML)

1 1.01–1.04 Listen to the conversations. Match each conversation to a picture.



1 2 3 4

2 Complete the phrases in the conversations. Listen again to check your answers.

Conversation 1

A Excuse me, (a) Mr Jensen?
B Yes, I am. Are you from Nixdorf?
A Yes, (b) Saskia Slater. How do you do?
B Pleased to meet you.
A (c) very tired after your flight?
B A little, but (d) fine.
A Good. Oh, here we are. Taxi!

Conversation 2

A Hello. (e) one of the organisers?
B No, I'm not. I'm a delegate, like you.
A Oh, I'm sorry.
B So (f) Jacques Leclerk.
A Yes, but how ...?
B Your badge. (g) Jeff Simpson, from CMG.
A Oh, CMG. (h) big in plastics, of course.
B Yes, we are. And who (i) with?
A Morgan Friedman.

Conversation 3

A Hello, Enrique. How (j)?
B I'm fine. I'm fine. And you?
A Yes, I'm fine too. (k) alone?
B Yes, I am.
A So, you're free to join me.
B Yes. Yes, (l) Thank you.
A Over here, the table by the window.

Conversation 4

A Good afternoon. I'm from LPG.
B Ah, yes. Mr Poulson.
A No, (m) Mr Poulson. I'm Mr Leeman.
B Right. Sorry about that. Room 303.
A Thank you.
B (n) welcome.

3 Complete the table.

Affirmative	Contraction	Negative	Contraction
I am	I'm	I am not	(a)
you are	(b)	you are not	you aren't / (c)
we (d)	we're	we are not	(e) / we're not

4 Work with a partner. Use the prompts to practise the conversations. Use your own names and companies.

a excuse / you (name)? yes / you from (company)? yes / how / do? pleased / meet tired / flight ? little here / taxi !	c hello / how / you ? fine / you? fine / too / alone ? yes so / free / join yes / thank over / window
b hello / one / organisers? no / delegate / you sorry so / (name) yes but badge / I (name) / from (company) oh yes / you / big / (plastics) yes / with ? I / (company)	d afternoon / from (company) yes / you (name) no / I (name) right / sorry / 303 thank welcome

NUMBERS

1  **1.05** Ninety or nineteen? Circle the number you hear.

a 13 30
b 14 40
c 15 50
d 16 60
e 17 70
f 18 80
g 19 90

2 How do you say these numbers?

a 18 80
b 13 30
c 16 60

3  **1.06** How do you say the following? Listen and repeat.

a \$16m b £1.40 c €365 d 20p e 60c
f £9.90 g €16.60 h 5.6m swiss francs i €480m

4  **1.07–1.10** Listen to the conversations and write down the numbers you hear.

Conversation 1:

Conversation 2:

Conversation 3:

Conversation 4:



THE FOOTBALL BUSINESS



REAL MADRID tops Deloitte's Money League

Deloitte's Football Money League is a financial ranking of football clubs according to their income. The Spanish club Real Madrid is at the top of Deloitte's Football Money League with a turnover of over (a) euros.

The sources of this revenue are ticket sales, television rights, sponsorship and merchandising (e.g. replica football shirts of the star players). Over (b) multinationals are partners with Real Madrid in marketing deals, including Coca-Cola, Pepsi and Siemens. Income from these sponsorship deals is over (c) euros a year.

Nowadays football is a billion-dollar international business. The joint income of the top 20 clubs in the world is over (d) dollars. The worldwide Top (e) includes eight English clubs, four Italian, three German, two Spanish, and one club each from Scotland, France and Portugal. At international level, football is a growth sport and the global market is important for European clubs. They are especially interested in Asia and China.

1 **1.11** Complete the text above with these numbers. Then listen to a conversation about Real Madrid and check your answers.

350 million 200 70 million 20 3.5 billion

2 The text is about the income of football clubs. Find two different words in the text which mean the same as *income*.

3 **1.12** Listen and complete.

A: Manchester United (a) a Scottish club.
 B: No, it (b) It's an English club.
 A: The turnover of Inter (c) one hundred and ninety-five million dollars.
 B: Yes, that's right.
 A: Inter and Milan (d) German clubs.
 B: No, they (e) They're Italian clubs.

4 Work with a partner or with your teacher. Look at the table.

Student A: Make six statements about the information – three correct and three incorrect.

Student B: Confirm the information or correct it, as in Exercise 3.

Then change round.

Rank	Club	Revenue (€ million)	Country
1.	Real Madrid	351.0	Spain
2.	Manchester Utd	315.2	England
3.	Barcelona	290.1	Spain
4.	Chelsea	283.0	England
5.	Arsenal	263.9	England
6.	AC Milan	227.2	Italy
7.	Bayern Munich	223.3	Germany
8.	Liverpool	198.9	England
9.	Inter	195.0	Italy
10.	Roma	157.6	Italy
11.	Tottenham	153.1	England
12.	Juventus	145.2	Italy
13.	Lyon	140.6	France
14.	Newcastle	129.4	England
15.	Hamburg	120.4	Germany
16.	Schalke 04	114.3	Germany
17.	Celtic	111.8	Scotland
18.	Valencia	107.6	Spain
19.	Marseille	99.0	France
20.	Werder Bremen	97.3	Germany

BILLIONAIRES

1 Read the text and answer the questions.

- How much is one billion in American English: 1,000,000,000 or 1,000,000,000,000?
- What are 1,000,000,000 and 1,000,000,000,000 in your language?

FORBES BILLIONAIRES

Forbes is a business magazine, and its list of 'The World's Billionaires' is a ranking of the richest people on Earth. In the American system, a *billion* is one thousand million. According to *Forbes*, nearly 800 men and women are worth over one billion dollars. The USA is the country with most billionaires – over 400. Nearly one hundred are from Russia, and there are over 50 from Germany and from India.

2 1.13 Listen to the conversation about one of the people in the *Forbes* list and complete the questions below.

a is number one in the list? d business is he in?
b is he from? e married?
c is he worth? f is he?

3 Work with a partner or your teacher. Ask and answer questions about other billionaires in the *Forbes* list.

Student A: Look at page 140. **Student B:** Look at page 144.

4 Complete the text with the correct form of the verb *to be*.

Brothers in Business

The Ambani brothers (a) Indian businessmen. They (b) the sons of the late Dhirubhai Ambani, an Indian entrepreneur and founder of Reliance Industries, India's largest private-sector enterprise.

Mukesh Ambani (c) now the boss of Reliance Industries. He (d) worth nearly \$20 billion and number 7 on the rich list. He (e) married to Nita Ambani. They (f) the parents of three children: Akash, Isha and Anant.

His brother Anil (g) head of the Reliance Anil Dhirubhai Ambani Group – a company with interests in telecom, power, natural resources, infrastructure and financial services. According to *Forbes*, he (h) worth \$10.1 billion and (i) number 34 on their rich list. He (j) married with two children. His wife, Tina (k) a former Bollywood actress.



5 Complete the table.

Affirmative	Contraction	Negative	Contraction
he is	he's	he is not	(a) / he's not
she is	(b)	(c)	she isn't / she's not
it	it's	it is not	(d)
they are	(e)	they are not	they aren't / (f)

6 Complete these sentences about the people and things on the left.

- Real Madrid a Spanish football club.
- Barack Obama the President of the USA.
- Coca-Cola and Pepsi multinational drinks companies.
- Nike a very well-known brand of clothing.
- Fifty-five million euros a lot of money!
- Queen Elizabeth II one of the richest women in the world.



SPELLING

1 1.14 Listen to how the following abbreviations are pronounced.

a MBA b ASAP c USA d WHO e UN f EU
g HIV h UFO i UK j VAT k FM l AKA

2 What do the abbreviations in 1 stand for? Check your answers on page 141. Are they the same in your language? Say what they are like this: *In my language, USA is EEUU.*

3 1.15 Listen and circle the letters you hear.

1 A E I 2 J Y G 3 U W Q 4 C X Z
5 L R A 6 D J G 7 X S C

Now work with a partner. Say a letter in each line. Your partner points to the correct letter.

4 Work with a partner. Write down the names of five cities. Spell them to your partner as fast as you can.

5 1.16 Listen to the phone conversation and complete the details on the company message form.

GHR SYSTEMS		
DATE: <u>19/10/08</u>	TIME: <u>14:45</u>	CALLER'S NAME: _____
CALLER'S COMPANY: _____	TO SPEAK TO: _____	
MESSAGE: _____		

6 Put the lines of the dialogue in order. Listen again and check your answers.

- GHR Systems. Can I help you?
- My name's Moleda, Guillermo Moleda.
- No, it's all right. I'm on the move all day. I can call back later. Goodbye.
- Yes. Can I speak to John Evans, please?
- Goodbye.
- Yes, it's Guillermo, G-U-I-double L-E-R-M-O, Moleda, M-O-L-E-D-A.
- Right. Hold the line, please... I'm sorry, I'm afraid there's no answer. Can I take a message?
- Can you spell that, please?
- Thank you, Mr Moleda. And your company?
- Who's calling?
- Promax Electronica. That's P-R-O-M-A-X.

7 Work with a partner or your teacher to practise the conversation. Use your own name and company or invent them.

LLANFAIRWLLGWYNGYLLGOGERYCHWYRNDROBWLLLANTYSILIOGOGOGOCH

01 WHO ARE YOU?

LANGUAGE LINKS

► Phrase Bank: Greetings, meeting people and money

Excuse me. Are you ... ?

My name's ...

Pleased to meet you.

A: How do you do? B: How do you do?

A: How are you? B: Fine, thanks. And you?

A: Where is he from? B: He's from France.
He's French.

Who is she?

She's ... She's an accountant.

He's worth over a billion dollars.

It has a turnover of over five billion dollars.

Vocabulary

Greetings

1 Choose the correct reply.

a A How are you?
B (1) Hello, pleased to meet you.
(2) I'm fine. And you?
(3) Good morning.

b A How do you do?
B (1) Good, thank you.
(2) Well, thank you.
(3) How do you do?

c A This is Joanne.
B (1) Hello, pleased to meet you.
(2) Goodbye, Joanne.
(3) Thank you, Joanne.

d A Where are you from?
B (1) Austrian.
(2) From Austria.
(3) In Austria.

2 Write questions for the answers using the words in the box.

e-mail address first name from job
married phone number surname

a What 's your surname? ?
Baker.

b What ?
David.

c Where ?
France.

d What ?
I'm a business manager.

e Are ?
Yes, I am.

f What ?
021 463 4839

g What ?
david@euskalnet.com

Countries & nationalities

1 Where are the people and things from?

a Nicolas Sarkozy
He's from France. He's French.

b The Rolling Stones

c Parmesan cheese

d Lewis Hamilton

e Champagne

f The tango

g Swatch watches

h Hillary Clinton

i Sony and Sanyo

2 Complete the sentences using *a* or *an*, the nationality, and the words in the box.

car city company footballer singer team wine

a BMW is a German car.

b Ajax is

c Beckham is

d Ikea is

e Chianti is

f Enrique Iglesias is

g Seoul is

Spelling

Complete the following with these letters: A I L U J V E G S

/eɪ/	/i:/	/e/	/aɪ/	/əʊ/	/u:/	/a:/
.....	B	F	O	Q	R
H	C	Y
.....	D	M
K	N
.....
.....	P	X
.....	T	Z



Grammar

The verb *to be*

Affirmative		Interrogative		
I	am	Am	I	
You			Are	we they
We	are			English?
They				
He			Is	he she it
She				
It	is			
				English.

Negative		
I'm (am) not		
You're not / you aren't		
We're not / we aren't		
They're not / they aren't		English.
He's not / he isn't		
She's not / she isn't		
It's not / it isn't		

Short answers		
Yes, I	am.	No, I'm not.
Yes, you we they	are.	No, you're not / you aren't. we're not / we aren't. they're not / they aren't.
Yes, he she it	is.	No, he's not / isn't. she's not / isn't. it's not / isn't.

Practice 1

Complete the sentences with the correct form of the verb *to be*: *is*, *are* or *am*.

- His name **is** George.
- They from the USA.
- Ford an American company.
- I the head of marketing.
- We late for the meeting.
- She the boss of Hewlett Packard.
- Our team world famous.
- Mr and Mrs Baker here.

Practice 2

Write the short form.

- It is Monday today.

It's Monday today.

- She is not married.

I am the production manager.

- You are late.

Where is your car?

- They are not friends.

We are the market leader.

Practice 3

Change the statements into questions.

- He's an accountant.

Is he an accountant?

- He's Portuguese.

They're the market leaders.

- She's in charge of this.

She's happy in her new job.

- Anita is good with computers.

They're ready for the meeting.

Subject & possessive pronouns

Practice 1

Complete the following.

a I – my	e it –
b you –	f, – our
c – his	g they –
d she –	

Practice 2

Complete the sentences with a pronoun.

- Berlusconi is the Prime Minister of Italy. He is also one of the richest people in the country.
- Carmen is from Spain. is Spanish.
- His car is German. is an Opel.
- He's from Switzerland. name is Johann.
- 'What's his name?' is Erik.'
- name's Lemond. I'm from France.
- The factory is in Portugal, but is a German company.
- Katrina and Pablo are from Rome, but company is Japanese.