

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, The Sideroad

What is the first question you ask when you meet someone new?

Learning objectives: Unit 1

Business communication skills

Greetings and introductions; Roleplay: Introducing yourself and making small talk; Talking about figures and numbers; Spelling names and abbreviations

Reading Valuable brands; Young billionaires

Listening Greetings and introductions; Numbers; Spelling names

Phrase bank Greetings, meeting and asking about people

Vocabulary Greetings, Countries and nationalities, Spelling

Grammar The verb *to be*, Subject pronouns

1  **1.01-1.04** Listen to the conversations. Match the photos (A-D) to the conversations (1-4).

1 2 3 4



2 Complete the phrases in the conversations.

Conversation 1

A Excuse me, (a) _____
_____ Mr Jensen?

B Yes, I am. Are you from Nixdorf?

A Yes, (b) _____ Saskia Slater.
Pleased to meet you.

B Nice to meet you too.

A (c) _____ very tired
after your flight?

B A little, but (d) _____ fine.

A Good. My car's outside.

Conversation 2

A Hello. Are you one of the organizers?

B No, (e) _____
I'm a delegate – Jeff Simpson, from CMG.

A Oh, I'm sorry. Pleased to meet you.

B And (f) _____ ... Jacques Leclerk,
from OT Incorporated.

A Yes, but how ...?

B Your badge. Where (g) _____
_____ from? France?

A No, (h) _____ Belgian, actually.

Conversation 3

A Hello, Enrique. How (i) _____
_____?

B I'm fine, thanks. And you?

A Yes, I'm fine too. (j) _____
_____ alone?

B Yes, (k) _____.

A (l) _____ too.
Would you like to join me?

B Okay, thanks.

Conversation 4

A Good afternoon. (m) _____
from LPG.

B Ah, yes. Mr Poulson.

A No, (n) _____
Mr Poulson. My surname is Leeman.

B Sorry about that. And your first
name?

A Peter.

B Thank you, Mr Leeman. Right,
(o) _____ in room 303.
Here's your key.

A Thank you.

B (p) _____ welcome.

3  **1.01-1.04** Listen again and check your answers.

4 Complete the table.

| Affirmative | Contraction | Negative | Contraction |
|--------------------|--------------------|----------------------|---------------------------------|
| I am Belgian. | I'm Belgian. | I am not Belgian. | (a) _____ Belgian. |
| You are Belgian. | (b) _____ Belgian. | You are not Belgian. | You aren't / (c) _____ Belgian. |
| (d) _____ Belgian. | We're Belgian. | We are not Belgian. | (e) _____ / We're not Belgian. |

5 Work with a partner. Make a simple name badge or a business card for yourself. Use the prompts to practise the conversations.

- a** **A** Excuse / you (name)? **c** **A** Hello (name) / How / you?
B Yes / you from (company)? **B** fine / you?
A Yes / (name) / Pleased / meet **A** fine / too / alone?
B Nice / meet / too **B** Yes
b **A** Hello / you (wrong name)? **A** join?
B No / (name) / from (company) **B** Okay / Thank
A Sorry / Pleased / meet / I (name) **d** **A** afternoon / from (company)?
B Where / from? **B** Yes / you (name)?
A I / (country) **A** No / I (name)
B Right / Sorry / key

Numbers

1 **1.05** **Ninety** or **nineteen**? Listen and underline the number you hear.

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

2 How do you say these numbers? Underline the part of the word that is stressed.

- a** eighteen eighty **b** thirteen thirty **c** sixteen sixty

3 Underline the correct form of the numbers.

- a** 200 *two hundred / two hundreds*
b 350 *three hundred and fifty / three hundred five zero*
c 4,335 *four thousand, three hundred and thirty-five / four thousand and three hundred and thirty-five*
d 4,035 *four thousand, thirty and five / four thousand and thirty-five*
e 2.5 *two point five / two dot five*
f 2.568 *two point five hundred and sixty-eight / two point five six eight*
g 6.005 *six point zero zero five / six point five*
h 3.09 *three zero nine / three point zero nine*

4 **1.06** Write the numbers in words. Then listen and check your answers.

Practise saying them aloud.

- a** 333 _____
b 3.33 _____
c 8,008 _____
d 8,088 _____
e 412 _____
f 6,107 _____

5 **1.07** How do you say the following? Listen and repeat.

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

6 **1.08-1.11** Listen to the conversations and write down the numbers you hear.

- Conversation 1: £ _____ Conversation 3: € _____
 Conversation 2: \$ _____ Conversation 4: € _____

Brand value

Interbrand


BEST GLOBAL BRANDS

Interbrand is a branding consultancy with 42 offices in 28 countries. It is the publisher of an annual report on the (a) _____ most valuable brands in the world.

In the latest report, the top brand is Apple. The estimated value of the Apple brand is (b) _____ billion dollars. It is a brand which is recognized all over the world, with 72 million Mac computers in use and more than 50 billion downloads from the iTunes App Store.


The second most valuable brand is Google. It is worth (c) _____ billion dollars, according to Interbrand. The top (d) _____ brands in the list are all American.

The situation is different in another of Interbrand's reports – the best green brands in the world. These are brands which are profitable, but the companies also work hard to have a positive effect on people and the environment. The top brand in this list is Toyota, the Japanese car company. It is also number ten in the global ranking of top brands. In the top (e) _____ green brands, five are American, five are German, five are Japanese and two are French. The other brands in the list – Nestlé, Samsung and Nokia – are from Switzerland, South Korea and Finland.

1  **1.12** Complete the text above with the numbers in the box. Then listen to a conversation about Interbrand and check your answers.

seven 98.38 100 20 93.2

2 The text is about the *value* of brands. Find four other words in the text which are related to money.

3  **1.13** Complete the conversation with the correct form of the verb *to be*. Listen and check your answers.

A Coca-Cola (a) _____ the top green brand in the world.

B No, it (b) _____. Toyota is.

A The brand value of Honda (c) _____ 18.4 billion dollars.

B Yes, that's right.

A Volkswagen and Siemens (d) _____ French brands.

B No, they (e) _____. They're German.

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 3. Then swap roles.



BEST GLOBAL GREEN BRANDS

| Rank | Brand name | Country of origin | Brand value (\$B) | Global rank |
|------|-------------------|-------------------|-------------------|-------------|
| 1 | Toyota | Japan | 35.3 | 10 |
| 2 | Ford | United States | 9.1 | 42 |
| 3 | Honda | Japan | 18.4 | 20 |
| 4 | Panasonic | Japan | 5.8 | 68 |
| 5 | Nissan | Japan | 6.2 | 65 |
| 6 | Johnson & Johnson | United States | 4.7 | 81 |
| 7 | Volkswagen | Germany | 11.1 | 34 |
| 8 | Danone | France | 7.9 | 49 |
| 9 | Nokia | Finland | 7.4 | 57 |
| 10 | Dell | United States | 6.8 | 61 |
| 11 | Sony | Japan | 8.4 | 46 |
| 12 | Hewlett-Packard | United States | 25.8 | 15 |
| 13 | BMW | Germany | 31.8 | 12 |
| 14 | Nestlé | Switzerland | 7.5 | 56 |
| 15 | Adidas | Germany | 7.5 | 55 |
| 16 | Samsung | South Korea | 39.6 | 8 |
| 17 | Mercedes-Benz | Germany | 31.9 | 11 |
| 18 | Siemens | Germany | 8.5 | 45 |
| 19 | Coca-Cola | United States | 79.2 | 3 |
| 20 | L'Oréal | France | 9.8 | 39 |

The
TEN YOUNGEST BILLIONAIRES
in the world

Every year, Shanghai-based money magazine *Hurun* ranks the richest people on earth. The magazine indicates there are 1,453 US dollar billionaires across the world. The average age of these billionaires is 63, but there are also many young billionaires. These young billionaires are between 28 and 34 years old and come from a mix of different backgrounds.

Young billionaires

- Read the text and answer the questions.
 - According to the text, how many billionaires are there in the world?
 - How old is the youngest billionaire?
-  **1.14** Listen to the conversation about one of the people on a list of the ten youngest billionaires and complete the questions below.
 - _____ is number one on the list?
 - _____ is he?
 - _____ is he from?
 - _____ married?
 - _____ is he worth?
 - _____ business is he in?
-  **1.14** Listen again and make a note of the answers to the questions.
- Work with a partner or your teacher. Ask and answer questions about the people on a list of the ten youngest billionaires. Student A look at page 136. Student B look at page 140.
- Complete the text with the correct form of the verb *to be*.



FAMOUS *family* BUSINESSES

Many famous companies around the world (a) _____ family businesses. For example, Walmart (b) _____ a well-known chain of discount department stores in the USA with 1.3 million staff. Rob Walton (c) _____ the present chairman of the company. He (d) _____ the son of the founder, Sam Walton.

In South Korea, members of the Koo family (e) _____ the owners of the LG Group. The company (f) _____ 60 years old. Bon-Moo Koo, the current chairman and CEO of LG, (g) _____ the grandson of the first chairman of the company.

Carrefour, the first hypermarket chain in Europe, employs more than 350,000 people. The son of co-founder Denis Defforey (h) _____ a shareholder and other family members (i) _____ on the board of directors.

Many other family businesses (j) _____ household names, like Ford, Samsung, BMW and Bosch. Together, they (k) _____ responsible for over 70% of the world's GDP.

- Complete the table.

| Affirmative | Contraction | Negative | Contraction |
|-----------------------|----------------------|--------------------------|-------------------------------------|
| He is the owner. | He's the owner. | He is not the owner. | (a) _____ / He's not the owner. |
| She is the owner. | (b) _____ the owner. | (c) _____ the owner. | She isn't / (d) _____ the owner. |
| It is the owner. | (e) _____ the owner. | It is not the owner. | (f) _____ / It's not the owner. |
| (g) _____ the owners. | They're the owners. | They are not the owners. | They aren't / (h) _____ the owners. |

- Complete each sentence with a contraction.
 - Fiat _____ *It's* an Italian company.
 - Mark Zuckerberg _____ the founder of Facebook.
 - Coca-Cola and Pepsi _____ multinational drinks companies.
 - Nike _____ a very well-known brand of clothing.
 - fifty-five million euros _____ a lot of money!
 - Angela Merkel _____ one of the most important politicians in Europe.

Spelling

1  **1.15** Listen to how the following abbreviations are pronounced.

a MBA **c** USA **e** UN **g** HTML **i** UK **k** AGM
b asap **d** GDP **f** EU **h** PDF **j** VAT **l** aka

2 What do the abbreviations in 1 stand for? Check your answers on page 137. Are they the same in your language?

3  **1.16** Listen and underline the letters you hear.

a A/H/J/K **c** F/X/M/N **e** G/D/T/V **g** I/Y/R/O
b B/C/D/P **d** W/Q/U **f** S/Z/L

Now work with a partner. Say a letter from each group (a–g). 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  **1.17** Listen to the phone conversation and complete the details on the company message form.

GHR SYSTEMS

Date: 19/10


Time: 2.45

MESSAGE FOR: _____

Caller's name: _____

Caller's company: _____

Message: _____

6  **1.17** Put the lines of the conversation in the correct order. The first one has been done for you. Then listen again and check your answers.

- 1 GHR Systems. Can I help you?
- It's Guillermo Moleda from Promax Electronica.
- Thank you. Goodbye.
- Yes, please. Could you ask him to call me back?
- Yes. Can I speak to John Evans, please?
- Yes, it's Guillermo, G-U-I-double L-E-R-M-O, Moleda, M-O-L-E-D-A. And Promax is P-R-O-M-A-X.
- Hold the line, please ... I'm sorry, Mr Moleda – there's no answer. Can I take a message?
- Certainly. Could you spell your name, please?
- Thank you, Mr Moleda. I'll give Mr Evans your message.
- Who's calling, please?

7 Work with a partner or your teacher to practise the conversation in 6. Use your own name and company or invent them.

01 Who are you?

Phrase bank: Greetings, meeting and asking about people

Excuse me. Are you ...?

- A: Hi, my name is ... B: Nice to meet you. I'm ...
 A: Hello, I'm ... B: Pleased to meet you. I'm ...
 A: How are you? B: I'm fine, thanks. And you?

How old is she/he?

Is she/he married?

Where is she/he from?

What kind of business is she/he in?

Vocabulary

Greetings

- 1 Underline the correct reply.
- 1 A How are you?
 B a Hello, pleased to meet you.
 b I'm fine, thanks. And you?
 c Good morning.
- 2 A Pleased to meet you.
 B a Hello, thank you.
 b How are you?
 c Nice to meet you too.
- 3 A This is Joanne.
 B a Hello, pleased to meet you.
 b Goodbye, Joanne.
 c Thank you, Joanne.
- 4 A Where are you from?
 B a Austrian.
 b Austria.
 c In Austria.

2 Complete the questions and answers with the words in the box and the correct form of the verb *to be*.

| | | | |
|---------------|------------|-----|---------|
| email address | first name | job | married |
| phone number | surname | | |

- a A What _____ your *surname* ?
 B Baker.
- b A What _____ your _____ ?
 B David.
- c A What _____ your _____ ?
 B I _____ a business manager.
- d A _____ you _____ ?
 B Yes, I _____.
- e A What _____ your _____ ?
 B It _____ 021 463 4839.
- f A What _____ your _____ ?
 B It _____ davidb@euskalnet.com.

Countries and nationalities

3 Where are the people and things from? Complete the table.

| | Noun | Adjective |
|---|--------------------|-------------------------|
| a | parmesan cheese | <i>It's from Italy.</i> |
| b | the Rolling Stones | |
| c | Sebastian Vettel | |
| d | IKEA | |
| e | the tango | |
| f | Swatch watches | |
| g | Sheryl Sandberg | |

4 Complete the sentences with *a* or *an*, an adjective and the words in the box.

| | | | | | | |
|-----|--------|------|---------|------------|--------|------|
| car | cheese | city | company | footballer | singer | team |
|-----|--------|------|---------|------------|--------|------|

- a A BMW is a German car _____.
- b Ajax is _____.
- c Lionel Messi is _____.
- d Nokia is _____.
- e Edam is _____.
- f Adele is _____.
- g Seoul is _____.

Spelling

5 Complete the table with the letters A, I, L, U, J, V, E, G and S.

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

The verb to be

Affirmative

| | | |
|-------------------|-----|----------|
| I | am | English. |
| You We They | are | |
| He She It | is | |

Interrogative

| | | | | | | |
|-----|-------------------|----------|-------|-------------------|---|-------|
| Am | I | English? | Where | am | I | from? |
| Are | you we they | | are | you we they | | |
| Is | he she it | | is | he she it | | |

Negative

| | | |
|-------------------|-------------------------------|----------|
| I | 'm not / am not | English. |
| You We They | 're not / aren't / are not | |
| He She It | 's not / isn't / is not | |

Short answers

| | | | | | |
|------|-------------------|------|-----|-------------------|-------------------|
| Yes, | I | am. | No, | I | 'm not. |
| | you we they | are. | | you we they | 're not / aren't. |
| | he she it | is. | | he she 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 products _____ world famous.
- Mr and Mrs Baker _____ here.

Practice 2

Rewrite the sentences using contractions.

- It is Monday today.
It's Monday today.
- She is not married.

- I am the production manager.

- You are late.

- We are from the head office.

- They are not colleagues.

- We are not at the conference.

Practice 3

Rewrite the statements as questions.

- He's an accountant.
Is he an accountant?
- He's Portuguese.

- They're the manufacturers of the product.

- She's the manager of this department.

- She's happy in her new job.

- Anita is good with computers.

- We're late for the meeting.

Subject pronouns

Practice 4

Complete the sentences with the correct pronouns.

- The Rothschilds are famous for banking, but they have many different businesses.
- Carmen is from Spain. _____ is Spanish.
- His car is German. _____ is an Opel.
- Johann is Swiss. _____ is from Lausanne.
- 'What's his name?' '_____ is Erik.'
- _____ am Frédéric Lemond. I'm from France.
- The factory is in Portugal, but _____ is a German company.
- Rina and Paolo are Italian, but _____ aren't from Rome.