

LANGUAGE REVIEW

Past simple and past continuous

Study these examples.

- a) Yesterday afternoon, the CEO **was meeting** the research team in Dublin.
(past continuous)
- b) We **were having** a successful negotiation when suddenly they **made** new demands.
(past continuous) (past simple)
- c) The advertising agency **started** in 1982, and Wieden **came up with** the 'Just Do It' slogan for Nike in 1988. (past simple) (past simple)

Now read through these rules.

- We use the **past continuous** to talk about something that was going on around a particular time in the past, as in example a).
- We often use the **past continuous** to describe an action which was already in progress when something else happened, as in example b).
- We use the **past simple** to talk about actions or events that we see as completed, as in example c).

A**Read the Laszlo Biro story and choose the correct form of the verbs.**

People *wrote* / *were writing*¹ with quills, pens and pencils long before Laszlo Biro *invented* / *was inventing*² his biro in 1938. While he *worked* / *was working*³ as a journalist in Hungary, he *noticed* / *was noticing*⁴ that the ink used in newspaper printing dried quickly. But this ink would not flow into the tip of a fountain pen. In 1938, he *developed* / *was developing*⁵ a new tip using a ball that was free to turn in its socket. He *died* / *was dying*⁶ in Buenos Aires in 1985.

B

In pairs, take it in turns to tell your partner that you saw them doing these things at work. Your partner has to think of a good reason why they were doing it.

EXAMPLE:

Student A: *When I saw you, you were putting a pack of paper in your bag.*

Student B: *Oh, my boss asked me to print out a long report at home tonight.*

When I saw you, you were:

- looking at Facebook during office hours.
- studying Japanese instead of working.
- talking with friends in the staff restaurant.
- playing games on your mobile phone.
- reading a book.
- collecting money from your colleagues.

Buying and selling


'I buy when other people are selling.'

J. Paul Getty (1892–1976), US entrepreneur, oil-industry executive and financier

STARTING UP

What was the last thing you bought? Where did you buy it? What do you buy online?

B

 CD1.70–1.72 Listen to three people talking about the products they buy. Where and when do they buy them? Complete this chart.

Speaker	Product	Place	How often
1	BOOKS	<i>on the Internet</i>	EVERY 2 WEEKS
2	ELECTRICAL GOODS	DEPARTMENT STORE	<i>once a year</i>
3	MUSIC AND A MOVIES	ONLINE	EVERY WEEK



C

Where do you buy the products in Exercise B? How often do you buy them? Use the words from the box.

I buy clothes in high-street stores. I usually buy something every month.

usually once a week at the weekend sometimes every day

D

Work in pairs. Choose two other products you buy. Talk about where and how often you buy them.

E

Is there a product you prefer *not* to buy online? Why?

move on *phr.v.* to start talking about a new subject in a discussion

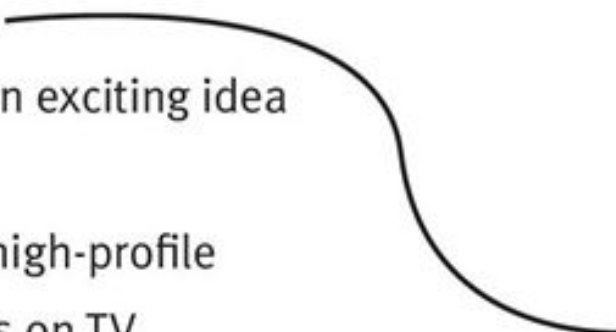
Let's move on now.

refund *n. [C]* money that is given back to you in a shop, restaurant, etc., for example because you are not satisfied with what you bought

In order to get a full refund, customers must send back goods in the original packaging.

Homework

A Match the sentence halves.

- | | |
|--|--|
| 1 They were still working on their new designs | a) that they were exhibiting at the Inventors' Fair. |
| 2 As they had an exciting idea to promote, | b) when suddenly Jackson announced that he was stepping down as General Manager. |
| 3 They invited high-profile entrepreneurs on TV | c) when they saw an opening in the market. |
| 4 Apple released the first iPad in April 2010 | d) they decided to exhibit at the Inventors' Fair. |
| 5 We were having a boring meeting | e) and asked them to talk about innovation and change. |
| 6 An Australian entrepreneur expressed interest in the new product | f) and sold 3 million of the devices in 80 days. |
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B Correct the sentences that use the wrong past tense.

- 1 Because Hiltex was worried that its competitors would copy its new machines, it was immediately filing patents for them.
Because Hiltex was worried that its competitors would copy its new machines, it immediately filed patents for them.
- 2 At first, the agency was not believing that the machine would save so much time.
- 3 I was planning to visit the International Inventors' Fair but I did not have time.
- 4 The story goes that Professor Auenberg was having the idea for the electric shoebrush while he was washing up.
- 5 They failed to see the gap in the market and so missed a unique opportunity.
- 6 Z40, the new drug developed by Pharmatek, marked a breakthrough in the treatment of cancer.
- 7 Zirkon already made good profits when it introduced its new digital camera in 2010.
- 8 Last year, we spent a lot on marketing and so attracted a lot of new customers.

C

Complete the sentences with the correct form (past simple or past continuous) of the verbs in brackets.

- 1 Our company *was losing*... (*lose*) money at an alarming rate but then in 2010 we (*launch*) our Hermes 5 tablet computer. Sales (*go up*) dramatically and our financial situation (*improve*) rapidly.
- 2 We (*have*) a successful negotiation when suddenly our boss (*phone*) us to say he (*want*) completely different conditions.
- 3 We (*plan*) to patent our new drug but we (*wait*) far too long. A month after our discovery, our main competitor (*sell*) basically the same product.
- 4 Julia (*decide*) to take a few months off in 2001, when she (*work*) for Clairval Cosmetics. While she (*tour*) New Zealand, she (*develop*) an interest in Maori culture. She (*take*) samples of some of the plants used in their rituals because she (*believe*) they could be used in some of her company's products.

- 6 A: (your team / win) the football match yesterday?
B: The weather was very bad, so we (not/play).
- 7 A: How (you/break) the window?
B: We (play) football. I (kick) the ball and
it (hit) the window.
- 8 A: (you/see) Jessica last night?
B: Yes, she (wear) a very nice jacket.
- 9 A: What (you/do) at 2 o'clock this morning?
B: I was asleep.
- 10 A: I (lose) my key last night.
B: How (you/get) into your room?
A: I (climb) in through a window.