

# IDEA

have

suggest

think of

like

develop

an idea

anyone can explain *controversial* (= causing a lot of disagreement because people have different opinions).

- Early critics of railways believed the human body couldn't withstand the speed of train travel.
- The proposal that the planets orbit the sun was initially rejected.
- Many believed that home video would destroy the cinema business.

# Great ideas

*'All the great ideas are controversial, or have been at one time.'*  
George Seldes (1890–1995), US investigative journalist

## OVERVIEW

### VOCABULARY

Verb and noun combinations

### LISTENING

Great business ideas

### READING

Three great ideas

### LANGUAGE REVIEW

Past simple and past continuous

### SKILLS

Successful meetings

### CASE STUDY

The new attraction



**A** **Which of these statements do you agree with? Which do you disagree with? Why?**

- 1 There are no *new* ideas.
- 2 Most of the best ideas are discovered by accident.
- 3 Research and development is the key to great business ideas.
- 4 There is nothing wrong with copying and improving the ideas of others.
- 5 The best way to kill an idea is to take it to a meeting.

**B** **Discuss these questions.**

- 1 What do you think are some of the best ideas in the last 20 years?
- 2 What is the best idea you have ever had?
- 3 Which creative person do you most admire? Why?
- 4 What should companies do to encourage new ideas?



# Verb and noun combinations

## A Match the word partnerships (1–6) to their definitions (a–f).

- |   |                                     |    |  |
|---|-------------------------------------|----|--|
| 1 | to take advantage of an opportunity | a) | to offer a larger variety of goods               |
| 2 | to raise somebody's status          | b) | to do or provide something that is necessary     |
| 3 | to enter a market                   | c) | to do something when you get the chance to do it |
| 4 | to extend a product range           | d) | to make an important discovery or change         |
| 5 | to meet a need                      | e) | to start selling goods or services in a new area |
| 6 | to make a breakthrough              | f) | to make somebody look or feel more important     |

**B** Read this extract from a talk by the head of a research and development department. Then complete the gaps (1–6) with the correct form of a word partnership from Exercise A.

Great ideas are generated in different ways. Sometimes an idea may simply be when a company *takes advantage of an opportunity*<sup>1</sup> to .....<sup>2</sup>, to offer more choice to existing customers. Or a great idea could allow a company to .....<sup>3</sup> which was closed to it before.

Companies which are prepared to spend a lot on R&D may .....<sup>4</sup> by having an original idea for a product which others later copy, for example Sony and the Walkman.

On the other hand, some products are developed in response to customer research. They come from customer ideas. These products are made to .....<sup>5</sup>, to satisfy consumer demand. Or the product does something similar to another product, but faster, so it saves time. Some people will buy new products because the product .....<sup>6</sup> – gives them a new, more upmarket image.

meet a need

extend its product range

make a breakthrough

enter a market

raises their status

**D**

**CD1.38 Listen carefully to the last part of the talk and complete the gaps to form word partnerships with the words in *italics*.**

Other people will buy any 'green' product which **reduces** <sup>1</sup> *waste* or **protects** *the environment*, even if it is more expensive. If an idea is really good and the product .... **fills** ... <sup>3</sup> *a gap* in the market, it may even ... **win** <sup>4</sup> *an award* for innovation.

win

protects

reduces

fills



**E**

**Work in pairs. Exercise B refers to the Sony Walkman. Can you think of any other examples of products which:**

- 1 were completely original and later copied?
- 2 are green?
- 3 won an award?
- 4 were developed from customer ideas?

**Compare your ideas in small groups.**



**What kind of food do/don't you like? Make adjectives from these countries.**

China Japan Thailand India Turkey Greece Italy  
France Germany Russia Sweden the UK Spain Mexico

*I like Chinese food. I love Italian food.*

*'Conversation is food for the soul.'  
Mexican proverb*

**Match the typical dishes to the adjectives. Then make sentences.**

*Curry is an Indian dish.*

curry snails sushi spaghetti	American Italian Indian
goulash burger paella	French Mexican Chinese
sweet-and-sour chicken fajitas	Japanese Spanish Hungarian

**In your country, do businesspeople usually:**

- 1 have business breakfasts?
- 2 entertain businesspeople at home?
- 3 entertain businesspeople at the weekend?

# Successful Business Entertaining

Today, you don't *do*<sup>1</sup> business only in your office. All over the world, people understand that it is important to .....<sup>2</sup> business partners, customers and suppliers. When you plan to go for a .....<sup>3</sup> with your visitors, there are a few rules to remember. First, don't take them to a restaurant that nobody knows!

1 a) work

b) do

c) make

2 a) entertain

b) party

c) fun

3 a) dish

b) menu

c) meal

You want a place with a pleasant atmosphere, .....<sup>4</sup> food and efficient .....<sup>5</sup>. So if you do not know where to go, ask your friends and colleagues to .....<sup>6</sup> a restaurant.

Secondly, choose a restaurant with a varied .....<sup>7</sup> so everybody can find a .....<sup>8</sup> they like or want to try. Remember

too that some of your guests may be .....<sup>9</sup>.

Finally, relax and be open to cultural differences. Some people like a quick lunch or dinner and are very happy with just a main .....<sup>10</sup>, but some like to spend more time socialising and also expect an aperitif, starter, main course, dessert, coffee and of course good conversation!

4 a) taste

b) delicious

c) right

5 a) chef

b) waiter

c) service

6 a) recommend

b) inform

c) advise

7 a) menu

b) card

c) bill

8 a) food

b) dish

c) cook

9 a) diet

b) receipts

c) vegetarians

10 a) course

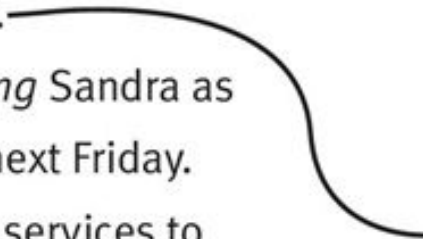
b) food

c) pie

# **HOMework**



**A** Match each sentence with the meaning expressed by the verb in *italics*.

- 1 American Express *provides* travel and financial services.
  - 2 Ms Delgado *is replacing* Sandra as Office Manager until next Friday.
  - 3 We *are improving* our services to meet the needs of a much wider range of customers.
  - 4 We *are opening* our sixth subsidiary next month.
  - 5 We *need* a different set of skills to address our company's challenges.
  - 6 We *observe* our customers' reactions carefully.
- a) temporary situation
  - b) future arrangement
  - c) ongoing situation
  - d) routine activity
  - e) factual information
  - f) verb usually used only in the present simple
- 

**B** **Correct the three sentences that use the wrong present tense.**

- 1 What do you do on Friday morning?
- 2 We rarely raise our prices by more than 3 per cent.
- 3 Karlo is staying in Shanghai until the end of the conference.
- 4 Our largest subsidiary, based in Berlin, is going through a difficult period.
- 5 Our company looks for a new sales manager.
- 6 At the moment, we are not knowing the profit figures.

**C** Complete the text with the correct form (present simple or present continuous) of verbs from the box.

attend ~~coordinate~~ go have know prepare speak think travel

Leandra Korakis is Marketing Manager at Kayavis Food & Wine S.A., an expanding medium-sized business in Thessaloniki. She .....*coordinates*.....<sup>1</sup> the work of a team of seven people. Kayavis .....<sup>2</sup> distributors in eleven countries in Europe and America so Leandra often .....<sup>3</sup> abroad. Next week, she .....<sup>4</sup> to Canada to visit their new retail outlet. She .....<sup>5</sup> Greek, English and Danish. At the moment she .....<sup>6</sup> an intensive German course because the owner of Kayavis .....<sup>7</sup> of opening a shop and a large restaurant in Frankfurt. Leandra .....<sup>8</sup> that she will have to work in Germany for six months so she .....<sup>9</sup> herself for her new assignment as best she can.

**D** Make questions for these answers. All the information is in the text in exercise C.

- 1 ..... *What does Leandra do?* ..... She coordinates the work of a team of seven people.
- 2 ..... Eleven.
- 3 ..... Next week.
- 4 ..... To visit their new retail outlet.
- 5 ..... Greek, English and Danish.
- 6 ..... Because she will have to work in Germany.
- 7 ..... In Frankfurt.