

A

Before you read the article below, discuss these questions.

- 1** What famous businesswomen do you know?
- 2** What qualities do you need to be a successful business executive?

На уроке проверим:

- 1. Ответы на вопросы
(упр А)**
- 2. Краткий пересказ
текста**

Остальное – перед уроком

E

Work in pairs. Imagine you are going to interview Andrea Jung. Write five questions that you would like to ask her.

- 1 In 2011, Andrea Jung celebrated 12 years as Chief Executive of Avon Products. It is a big job. Avon sells cosmetics door to door in more than 120 countries. It has 6.2m sales representatives and a billion customers. It sells four lipsticks and 190 mascaras every second.
- 2 Jung was born in Toronto to Chinese immigrant parents. Her parents moved to the US when she was two, to get a better education for their children. She grew up in Massachusetts and graduated from Princeton. She speaks fluent Mandarin.
- 3 “My parents were important in forming my views about leadership,” she says. Determination is a strong quality in Chinese culture. In her early career, she had a job that wasn’t

Women at the top: Andrea Jung

interesting. She told her parents she didn't like the job and wanted to quit. "Quit?" they said. "The Chinese don't quit. You learn more from bad than good experiences – that's how you grow."

4 Jung joined Avon in 1994. Four years later, she became Avon's first female CEO. At that time, the company had revenues of \$4bn. Today, its revenues are more than \$10bn.

5 Avon is known as "the company for women". Most of Avon's representatives are women. About half the managers and four out of the nine members of Avon's board are women. Jung says there are good business reasons for management teams with a mix of men and women. "In mixed teams, communication and



decision-making are better."

6 Famous for her long black hair, pearl necklaces and her passion for Avon, Jung is one of the world's top business leaders. She is also on the board of GE and Apple.

LISTENING**Corporate
events****A**

 **CD1.51 Dr Chris Bruton is Chief Executive of the Cavendish Consultancy, a corporate entertainment company. Listen to the first part of the interview and answer these questions.**

- 1** Which sports are popular?
- 2** Which sport is not popular? Why?
- 3** What was the most popular musical at the time of the interview?



B



CD1.52 Listen to the second part. What is surprising about how the financial sector has reacted to the latest recession?





CD1.53 Listen to the third part. What makes a corporate event successful? Complete these notes.

- 1 Identify your
- 2 Planning: having, e.g. umbrellas
- 3 Catering: high standard of and
- 4 Staff:, and briefing
- 5 Always up afterwards



D

 **CD1.54 Listen to the final part and answer these questions.**

- 1** Which two events were offered together on the same day?
- 2** How did people travel from London to the first event?
- 3** How did people travel from London to the second event?



E **In groups, discuss these questions.**

- 1 What event would you most like to be invited to? Why?
- 2 How does entertaining affect a company's image?
- 3 When can corporate entertainment become bribery?

**Стр 41 Мёрфи
элемент**

HOMEWORK

A

Work in pairs. Discuss which of these suggestions you agree with.

When two people try to solve a problem, it is a good idea for them to:

- 1 describe the problem in detail.
- 2 show strong feelings.
- 3 give reasons if they have to say no.
- 4 speak quietly.
- 5 find a solution immediately.

B

 **CD2.7 Julian works for a coffee importing company. He is talking to the Office Manager, Hanna Butler. Listen and answer these questions.**

- 1 What does Julian want the company to do?
- 2 What does Hanna suggest to solve the problem?
- 3 Does Hanna offer to give Julian any money?

