

12 MARVELS OF GREECE AND ROME

The Greeks were famous for their skill at building, not only temples and palaces, but theatres and arenas too. They were also marvellous sculptors. The Romans copied Greek buildings, and made improvements – the dome, for instance. The Romans imitated the Greeks in making lifelike figures in bronze, marble, gold and ivory.



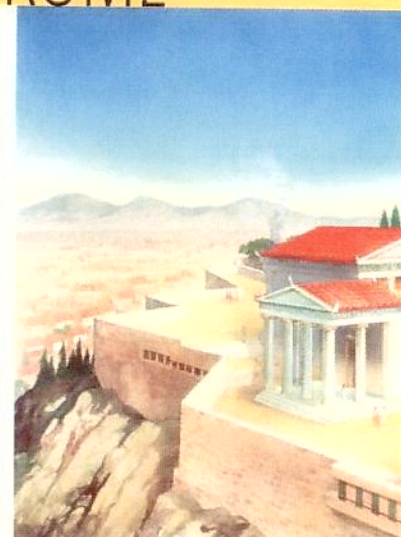
Why did the Greeks build temples?

Everywhere they settled, the Greeks built temples to honour their gods and goddesses. A temple usually had a statue of its own particular god inside. People came to the temple to bring gifts to the god and to pray for the god's help. Priests looked after the statue inside the temple.

Which Roman town disappeared under hot ash?

A Roman port called Pompeii in Italy – close to the foot of a volcano. In AD 79, the volcano, Vesuvius, suddenly erupted. Hot ashes, stones and cinders rained down on Pompeii. The layers of mud and ash preserved the Roman buildings so that today you can walk through the streets of the ruined city.

☞ Pompeii was only rediscovered in the 1700s. Archaeologists have now uncovered about 75 per cent of the city.



☞ The Parthenon stands on the Acropolis. Greeks thought the goddess Athene watched over the city of Athens.

Where is the Acropolis?

The Acropolis is a rocky platform on a hill in Athens, Greece. The term 'acropolis' means 'upper city'. Many of the cities of ancient Greece are built around an acropolis where the people can flee to in times of invasion, and the most sacred buildings usually on an acropolis. Other Greek cities had an acropolis but Athens' is the most famous. The rock is about 350 m long and 150 m across. On top the Athenians built their royal palace and temples. The ruins of the most famous temple – the Parthenon – are still there.

History highlights

Greek and Roman gods

Greek	Roman	
Zeus	Jupiter	King of the gods
Ares	Mars	War
Artemis	Diana	Moon and hunting
Hera	Juno	Wife of Zeus
Athena	Minerva	Wisdom
Demeter	Ceres	Good harvests
Hades	Pluto	Underworld
Aphrodite	Venus	Love and beauty
Eros	Cupid	Love
Apollo	Apollo	Music and arts

Up Pompeii

Today, visitors to Pompeii walk into houses and down lanes, just as the Pompeians did. In museums, they can see domestic items and the remains of people killed by the volcano. Volcanic ash hardened around victims' bodies, and formed a mould. As the bodies decayed, a shell was left. By filling the shells with plaster, archaeologists have made copies of the bodies.

☞ Pompeii was destroyed when red-hot lava erupted from Vesuvius.





Which Roman column tells stories?

Trajan's Column, which stands in Rome. It is a tall column of stone, erected in AD 113 to honour the Roman soldier-emperor Trajan. The column has a spiral staircase inside, and the outside is covered with carvings showing how the Roman army conquered Dacia (Romania and Hungary) under Trajan's command.

➡ The relief carvings on Trajan's Column show us what Roman soldiers wore, and the equipment they used when going to war.



Why did the Romans build aqueducts?

To allow towns access to fresh water. Roman engineers built pipes and arched bridges called aqueducts – raised channels that carried water from streams in mountains to cities. One of the most famous Roman aqueducts is the Pont du Gard, built in southern France about 2,000 years ago. It has three tiers, the topmost carrying water.



➡ The Pont du Gard soars 47 m above the Gard River.

How did the Colosseum get its name?

The Colossus of Rhodes, one of the Seven Wonders of the World, gave its name to anything gigantic. The Ancient Romans crowded the Colosseum, an oval amphitheatre seating 50,000 spectators. The huge seating area was divided into 80 sections, and had lifts and tunnels to let gladiators and wild animals into the arena. The Circus Maximus, a chariot race track in Rome, was even bigger, holding 250,000 people.



➡ The Pantheon is a remarkable feat of engineering.

Which Roman wonder had a hole in it?

One of the most remarkable buildings in ancient Rome was the Pantheon, a temple built during the rule of the emperor Hadrian (AD 117–138). The Pantheon was the largest circular building in the ancient world. It was topped by a dome measuring 43 m across. The dome had an opening in the top to let in light and air.



➡ The mighty Colosseum in Rome was over 180 m long and 156 m across. It was supported by 80 arches.

Key dates

1200s BC	Trojan War between Greeks and Troy
509 BC	Rome set up a republic
479 BC	Greeks defeated the Persians
461–429 BC	Pericles led Athens; he ordered the Parthenon to be built
431–494 BC	Athens and Sparta at war: Sparta won
334–326 BC	Alexander the Great conquered a vast empire
140s BC	Rome conquered Greece
55–54 BC	Julius Caesar landed with an army in Britain
27 BC	Augustus became Rome's first emperor
AD 43	Romans invaded Britain, making it part of the empire
117	End of reign of Emperor Trajan, when Rome was at its peak
476	Fall of the Roman empire

Amazing facts

Five ways to get famous in Greece or Rome...

Be a successful gladiator
Be a top chariot racer
Win lots of battles
Be a philosopher
Be a star athlete
...or get killed
Be an unsuccessful gladiator
Lead a slave revolt
Fall off an aqueduct
Annoy the emperor
Holiday in Pompeii in AD 79



➡ Gladiator fights were usually fights to the death.

UNIT 3

Companies

OVERVIEW ▼

- ☐ **Vocabulary**
Describing companies
- ☐ **Listening**
Reasons for success
- ☐ **Reading**
Company website
- ☐ **Language review**
Present simple and present continuous
- ☐ **Skills**
Presenting your company
- ☐ **Case study**
Valentino Chocolates

“Be not afraid of growing slowly; be afraid only of standing still.”
Chinese proverb

Starting up

A Which of these companies would you like to work for? Why?

- 1 a family owned company
- 2 a multinational company
- 3 your own company (be self-employed)

B Which of these business sectors do you work in (or would you like to work in)? Can you name a company in each sector?

- | | |
|------------------------------|---|
| • Telecommunications / Media | • Transport |
| • Engineering | • Vehicle manufacturing |
| • Retailing | • IT (Information Technology) / Electronics |
| • Construction | • Food and drink |
| • Tourism | • Pharmaceutical |
| • Banking and finance | • Other |

Vocabulary

Company vocabulary

A Complete the sentences below with words and phrases from the box.

share price workforce profit ~~turnover~~
subsidiary market share head office

- 1 The amount of money a company receives from sales in a particular period is called its ... *turnover* ...
- 2 The money a company makes after taking away its costs is its
- 3 A company which is more than 50% owned by a parent company is called a

- 4 The employees in a particular country or business are called the
- 5 The percentage of sales a company has in a particular market is its
- 6 The main building or location of a large organisation is its
- 7 The cost of a company's shares is its

B Complete the extract from a company report with appropriate words or phrases from the box in Exercise A.

FINANCIAL PERFORMANCE

I am pleased to say the company has continued its excellent performance. We are changing, growing and doing well at a difficult time for the industry. *turnover* ¹ was €57.2 million, an increase of 15% on last year, and ² rose by 5% to €6.4 million.

We are a highly competitive business. We have increased our ³ to 20%. Consequently our ⁴ has risen and is now at an all-time high of €9.6.

Increased production and strong demand have had a positive effect on our cash flow, so we are able to finance a number of new projects. We have successfully moved to our new ⁵ in central London. We are now planning to start full production at the recently opened Spanish ⁶ in October.

Finally, thanks once again to our loyal and dedicated ⁷. Our employees will always be our most valuable asset.

C Complete the chart below with the information from the box. Then make sentences about the companies. For example, *Cisco Systems is an American IT company. It supplies Internet equipment.*

Peugeot Benetton container ship operator
American Express French Japanese Italian
drug and chemical maker drinks supplier

Company	Main activity	Nationality
Cisco Systems	Internet equipment supplier	American
	Car manufacturer	
Bacardi Martini		Spanish
	Travel and financial services provider	American
Bayer		German
	Clothing manufacturer	
Sony	Electronic goods maker	
Maersk		Danish

D Now talk in the same way about your own company or one you know well.

Listening

Reasons for success



A 3.1 Bruno Tagliaferri is UK Sales Manager at Triumph, the British motorcycle manufacturer. Listen to the first part of the interview. What three reasons does he give for Triumph's success?

B 3.1 Complete this extract from the first part of the interview.

We've focussed on*styling*.....¹ and also on the ² of our product. It's taken a bit of time to build up ³, but we've done well in the first nine years, and we are now a ⁴ alternative ⁵.

C 3.2 Listen to the second part of the interview. Which of the following statements are true?

- 1 The key markets are those in which the most motorcycles are sold. *true*
- 2 In France, Triumph has its own subsidiary.
- 3 Triumph has its own staff in all its overseas markets.
- 4 Triumph has a poor dealer network which needs to be improved.
- 5 Buyers of motorcycles are enthusiastic, but they do not know a lot about motorcycles.
- 6 More than 80% of Triumph's production is sold abroad.
- 7 France is Triumph's largest market in Europe.

D Discuss these questions.

- 1 Which brands of motorcycle are most popular in your country?
- 2 What kinds of people buy motorcycles?
- 3 Should your government encourage people to use motorcycles in large cities?

Reading

Company website

A What clothing companies do you like? Why do you like them?

B What are the most successful clothing companies in your country?

C Read this text about Zodiac, a highly successful clothing company, and complete the chart. The information is from its company website.

ABOUT ZODIAC INC.

Zodiac Inc. is a global company with three distinct brands – Zodiac, Gemini and Capricorn – and revenues topping \$8 billion. The company has its headquarters in Seattle. At the heart of our company are more than 100,000 people worldwide, supporting our catalog and website operations.

Long-term, quality growth has always been a priority at Zodiac Inc. – which is why we're constantly improving the way we sell our products, serve our customers and run our business.

Brands	<i>Zodiac, Gemini, Capricorn</i>
Revenues	
Headquarters	
Number of employees	
Main aim	

D Now look at another extract from the Zodiac website. Find the answers to these questions as quickly as you can.

- 1 In which year did Zodiac:
 - a) first sell on the Internet? *1998*
 - b) open its first shop abroad?
 - c) open its first store for children?
 - d) first offer shares?
 - e) introduce its own credit card?
- 2 Where did Zodiac open its first store:
 - a) in the US?
 - b) overseas?
 - c) for babies only?
 - d) in France?
 - e) in Canada?

The screenshot shows a web browser window titled "Zodiac Inc. - About Zodiac Inc." with the address "http://www.zodiac.com". The website has a navigation bar with links: HOME, > ABOUT ZODIAC INC., CAREERS, and FINANCIAL & MEDIA. A sidebar on the left contains links for Favorites, History, Search, Scrapbook, and Page Holder. The main content area is titled "Company milestones" and lists events from 1971 to 2002. At the bottom, there are links for "shop online", "zodiac.com", and "gemini.com", along with a "Privacy Policy" link and an "Internet zone" indicator.

Company milestones	
1971	Walter Lewis opens the first Zodiac store in Seattle.
1978	Zodiac goes public, offering half a million shares of stock on the New York Stock Exchange.
1984	Capricorn opens its first store, selling children's clothes.
1989	Zodiac goes international, opening its first store outside the US in Japan.
1991	Zodiac's first Canadian store opens in Toronto, Ontario.
1992	Zodiac launches its Gemini discount brand in Manhattan.
1994	Zodiac enters the French market, opening a store in Paris.
1996	First Zodiac and Capricorn stores open in the UK and Germany.
1997	Zodiac opens its first baby-only store in Seattle.
1998	Zodiac goes online at zodiac.com and achieves sales of \$280 million.
1999	Capricorn goes online and introduces its private label credit card and catalog.
2000	Zodiac establishes more than 200 new stores.
2002	Gemini launches its Online Store at gemini.com .

E Match words on the left from 'Company milestones' with their definitions.

- | | |
|--------------------|-------------------------------------|
| 1 go public | a) sell in overseas markets |
| 2 go international | b) trade on the Net |
| 3 launch | c) offer shares on the stock market |
| 4 go online | d) introduce |
| 5 achieve sales | e) set up |
| 6 establish | f) reach a sales target |

F Work in pairs. Tell your partner about a successful company you know. Talk about its products and achievements.

Language review

Present simple
and present
continuous

Complete the rules with *present simple* or *present continuous*.

We use the to:

- give factual information about company activities.
*Zodiac **has** its headquarters in Seattle.*
- talk about routine activities.
*I always **check** my e-mail first thing in the morning.*

Some verbs are almost always used in the present simple rather than the present continuous, for example, *like, want, know, need*.

We use the to:

- describe ongoing situations and projects.
*We're constantly **improving** the way we sell our products.*
- describe temporary situations.
*She's **staying** in Paris till the end of the month.*
- talk about future arrangements.
*We're **opening** a new store next week.*

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A Complete these sentences with either the present simple or the present continuous form of the verbs in brackets.

- 1 We normally *hold* (hold) our sales conference in Spain, but this year we (hold) it in Poland.
- 2 Although we (use) our own sales rep at the moment, we generally (use) agents in Japan.
- 3 It normally (take) us two years to develop a new product.
- 4 We don't often (raise) our prices more than 5%, but this time we (raise) them 10%.
- 5 Usually our Sales Director (deal) with important customers.
- 6 We usually (recruit) from within the company, but this time we (advertise) externally.
- 7 We (rent) offices until our new headquarters are ready.
- 8 The company (want) to achieve record sales this year.

B Complete this job advertisement with either the present simple or the present continuous forms of the verbs from the box.

look	have	offer	employ	~~be~~	offer
	prepare	consider	need	grow	

Sales Manager Sales Manager

We ¹ one of the largest mobile phone retailers in Europe. We ² independent and impartial advice on mobile phones. We ³ more than 800 stores in 10 countries, and we ⁴ fast. We ⁵ over 3,000 workers. Currently we ⁶ the next stage in our development, and we ⁷ for major growth outside Europe. We ⁸ for people who are reliable, confident and enthusiastic. We ⁹ experienced people who want to work for an expanding company. We ¹⁰ a competitive salary and private health insurance. We are willing to reward staff with attractive performance-based bonuses.

Ring 020 7946 0008 for an information pack. Ring 020 7946 0008 for an information pack.

Skills**Presenting your company****A Which of these suggestions do you agree with?**

To make an effective presentation, you should:

- 1 find out as much as possible about your audience.
- 2 introduce yourself (name, position, company).
- 3 start with a joke.
- 4 outline the structure of your talk.
- 5 vary the tone of your voice.
- 6 refer to your notes as often as possible.
- 7 use clear visual aids.
- 8 summarise your main points.

B **3.3 Listen to a presentation about Tara Fashions. Complete the chart.****Tara Fashions**

Where is the head office?

Córdoba, Spain

What does it sell?

Who are its customers?

Annual turnover?

Annual net profits?

Number of stores:
in Spain?
in other European cities?

Strengths?

Future plans?

C **3.3 Listen again. Tick the phrases that you hear in the Useful language box.****D Invent a company. Use the headings in Exercise B to help you prepare a presentation about it. Then work in pairs. Make a presentation about the company. Ask questions after your partner's presentation.****Useful language****Outlining the presentation**

First, I'll give you some basic information.
Secondly, I'll talk about our stores in other countries.
Next, I'll talk about career opportunities.
Last of all, I want to look at our future plans.

Introducing new information

Here's some basic information.
Let me add a few figures.
Let's have a look at some statistics.
What are our strengths?

Ending the presentation

To conclude, I want to tell you about our future plans.
Finally, a few words about our new project.
Thanks very much for listening to my talk.
Thanks for coming to my presentation.



Present simple and present continuous

Use the information about the present simple and present continuous tenses on page 26 to correct these sentences.

- 1 Smithson's magnificent headquarters building ~~is standing~~ ^{stands} in Bloor Street in Toronto, Canada.
- 2 The head of Smithson, Carla Ferenzi, is wanting to make Smithson a world-class company.
- 3 When Carla is arriving at the office each morning, she is checking her schedule for the day with her personal assistant.
- 4 Carla Ferenzi travels in Asia at the moment. She visits important new markets there as she is needing to know more about them.
- 5 Carla is knowing a lot of important businesspeople in Asia.
- 6 Smithson usually recruits about 100 graduates every year, but this year it recruits 150.
- 7 Smithson expands fast: sales increased by 30 percent last year and the same figure is forecast for this year.

Financial performance

Complete this article with the correct alternatives.

I am sorry to say the company has not performed well this year. ¹ was €35 million, a decrease of 12 percent on last year, and ² fell by 15 percent to €1.4 million.

We are in a highly competitive industry. Our ³ share has decreased from 21 percent to 17 percent. The company's share ⁴ has fallen and is now at an all-time low of 43 cents. Falling production and weak demand have had a negative effect on our plans, so we are now unable to ⁵ the new projects that we announced earlier.

In these difficult conditions, our employees remain our most valuable ⁶, and I would like to thank them for their efforts in the last year. I ask the ⁷ to be prepared for some difficult decisions in the year ahead.

- | | | |
|----------------|---------------|-------------|
| 1 a) Overturn | b) Turnround | c) Turnover |
| 2 a) benefits | b) profits | c) payments |
| 3 a) market | b) sales | c) product |
| 4 a) charge | b) fee | c) price |
| 5 a) cash | b) finance | c) money |
| 6 a) assembly | b) assignment | c) asset |
| 7 a) workforce | b) manpower | c) payroll |

Vocabulary

- A** Select the noun from the box which can combine with all three verbs in each group.

a profit	interest	money
----------	----------	-------

1	make		2	make		3	pay	
	earn			earn			earn	
	invest			forecast			charge	

- B** Complete the sentences with an appropriate combination (verb + noun) from exercise A.

- Put your money in a savings account, so it will
- An asset is something belonging to a business that has value or the power to
- The company did not It just broke even.
- Unfortunately the company ran out of money to on its bonds.
- Alfitel of 400,000 euros for next year.

- C** Fill in the missing letters to answer the questions.

What do you call the department in a company:

- ... that keeps a record of the money coming in and going out? _ c c _ _ _ _
- ... concerned with studying new ideas and planning new products?
_ _ s _ _ _ h and _ _ v _ l _ p _ _ _
- ... involved with managing and organising its work? _ d m _ _ s t r _ _ _ _
- ... that deals with selling and promoting its products? S _ _ _ s and
m _ r k _ _ _ _
- ... that deals with employees, keeps their records and helps with any problems they might have? H _ _ _ n r _ _ _ _ _ s

- D** Complete the text with the best word.

ALFITEL

Annual Report

Alfitel is committed to creating and delivering value — value to its customers, value to its employees, and value to the region. Our success in moving towards this goal is most evident in the financial ¹ for this year. Our ² at the close of the year was 140 million euros, that is, an increase of 12% over the previous year. This strong ³ in a rather difficult year for the economy shows the value of the service the company provides to its ⁴. It also shows the commitment of its staff to this goal.

The pre-tax profit was 15.6 million euros, while the profit after tax was 8.8 million, which is 11% above that for the previous year.

The Directors have pleasure in ⁵ an ordinary ⁶ of 10.2% and a 9.5% preference share dividend.

Language review

Present tenses

- | | | |
|------------------|-----------------|----------------|
| 1 a) results | b) conclusions | c) statistics |
| 2 a) revenue | b) cash flow | c) share |
| 3 a) trend | b) benefit | c) growth |
| 4 a) customers | b) buyers | c) employees |
| 5 a) declaring | b) recommending | c) introducing |
| 6 a) share price | b) dividend | c) asset |

A Match each sentence with the meaning expressed by its verb.

- | | |
|---|---|
| 1 TransChem employs 2,560 people. | a) temporary situation |
| 2 Ms Dubois is replacing Phil as Sales Manager till October. | b) future arrangement |
| 3 We are improving our services to meet the needs of a much wider range of customers. | c) ongoing situation |
| 4 We are opening our sixth subsidiary next month. | d) routine activity |
| 5 We need a different set of skills to address our company's challenges. | e) factual information |
| 6 We observe our customers' reactions carefully. | f) verb usually used only in the present simple |

B Correct the three sentences that use the wrong form of the verb.

- Our company looks for a new Marketing Manager.
- We rarely raise our prices by more than 3%.
- We are bringing marketing and sales resources closer to customers.
- Our largest subsidiary, based in Ottawa, is going through a difficult period.
- This year, all our sales staff learn French.
- At the moment, we are not knowing the profit figures.

C Complete the text with verbs from the box. Use either the present simple or present continuous tense.

~~co-ordinate~~ attend go have know prepare speak think travel

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

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

- What does Sofia do?* She co-ordinates the work of a team of three people.
- Eleven.
- Next week.
- To visit their new retail outlet.
- Greek, English and Danish.
- Because she will have to work in Germany.
- In Munich.