

Language review

Past simple and past continuous

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

- We use the to talk about something that was going on around a particular time in the past.
*In the 1970s Herta Herzog, an Austrian psychologist, **was working** for the Jack Tinker advertising agency in New York.*
- We often use the to describe an action which was already in progress when something else happened.
*Vodafone **was making** good profits when it introduced its new Pay As You Talk service.*
- We use the to talk about actions or events we see as completed.
*Richard Sears **bought** in bulk and so **kept** prices low.*

➔ page 121



- A** Complete the story below with the past simple or past continuous forms of the verbs in brackets.

Mr Fry – Keep me posted

In the early 1970s, Art Fry, a research scientist, had the idea for Post-it Notes while he was singing in his local church choir. At that time he ¹ (mark) the correct pages in his hymn book with small pieces of paper. The problem was they often ² (fall) out and he ³ (lose) his place.

At the same time, Dr Spencer Silver, a colleague of Mr Fry's at the American company 3M, ...⁴ (do) research into adhesives in the Central Research Department. One day when Fry ⁵ (use) some of a new adhesive on the edge of a piece of paper, he found that it ⁶ (stay) where he put it. He also found he could move it to another position without damaging his book – a perfect bookmark. A little later he ⁷ (write) a note on a 'bookmark' and put it on a report he ⁸ (send) to a colleague. A new way of communicating and organising information began. Post-its have now become an essential part of office life.

- B** Look at the chart in Exercise B on page 36. Find the same information for Art Fry.
- C** Work in pairs. Think of a world event or big event in your company's recent history. Describe where you were and what you were doing.

Skills

Successful meetings

- A** Which of the following do you agree with? Why?

- The best number for a meeting is six people or fewer.
- Never have food or drink during a meeting.
- Always start and finish a meeting on time.
- You should sit round a table when you have a meeting.
- A meeting must always have a leader.
- At a formal meeting each person should speak in turn.

- B** 4.4 Freestyle is a sports equipment company. It has developed a new product, a pair of swimming goggles which adapt to each person's face and eyesight. The Marketing Department held a meeting to discuss the launch of the product. Listen to the meeting. Then answer these questions.

- What are the two aims of the meeting?
- Why does Katharina want to launch the goggles early in the year?
- Which months for the launch do the participants discuss?
- Which types of shops does Julia want to target?



C 4.4 Listen again. Tick the expressions which Inge, the chairperson, uses.

- 1 Can we start, please? ☒
- 2 The purpose of this meeting is to decide the date of the launch. ☐
- 3 Katharina, what do you think? ☐
- 4 OK, let's hear a few more views. ☐
- 5 Nadia, how do you feel about this? ☐
- 6 You're right, Katharina. Let's get back to the point. ☐
- 7 OK everyone, I think on balance we agree ... ☐
- 8 I want us to talk about sales outlets now. ☐

D 4.4 Listen to the meeting again and complete these extracts.

- Katharina I'm in *favour* ¹ of February or March. There's a gap in the market for our products. Why wait any longer?
- Inge ... Kenneth, what's your opinion?
- Kenneth Mmm, I ² about February. It's a bit early in the year. I ³ we ⁴ in May or June. People go on holiday then.
- Nadia ... The price should be high. I'd say, at least £50.
- Katharina ⁵ a minute. I thought we were talking about the launch date, not about promotion or price.
- Inge ... Which outlets do you think we should target?
- Julia ⁶ we should start with the specialist stores. That's where most swimmers buy their goggles.
- Inge What ⁷ by specialist stores, Julia?



Useful language

CHAIRPERSON

Beginning the meeting

Can we start please?
Right, let's begin.

Stating the aim

The main aim of the meeting is to ...
The purpose of this meeting is to ...

Asking for comments

What do you think?
How do you feel about this?

Changing the subject

Let's move on now to ...
The next item on the agenda is ...

Clarifying

What do you mean by ...?
Sorry, I don't quite understand.

Summarising

OK, let's summarise.
Right, let's recap ...

PARTICIPANTS

Giving opinions

I think ...
I'm in favour of ...

Agreeing

I think you're right.
I (totally) agree.

Interrupting

Hold on (a moment).
Can I say something?

Making suggestions

Perhaps we should ...
We could ...

Disagreeing

I don't know about that.
(I'm afraid) I don't agree.

E Role play. Work in groups of up to five people.

Freestyle has developed a new tennis racket called Worldbeater. It is light but gives players increased power and control. It will be launched in the US. The Marketing Department holds a meeting to discuss a strategy.

Turn to page 139 and read your role card. Then hold the meeting. At the end, the chairperson should summarise your decisions.

Great ideas

Vocabulary

A Match the verbs and nouns in the box below.

Verbs	Nouns
1 to achieve	a) a breakthrough
2 to build up	b) a patent
3 to apply for	c) a range
4 to miss	d) an award
5 to receive	e) an opportunity
6 to swamp	f) the market

B Use an appropriate combination of verbs and nouns from exercise A to complete these sentences.

- World leaders hope to *achieve* a major *breakthrough* at the conference on environmental issues.
- Our company will a great if we do not go to the International Inventors' Fair.
- Axatel immediately the with the cheap mobile phones they had developed.
- If we do not want anybody to steal our idea, we should a straightaway.
- In order to be more competitive, Espassabi has their of off-the-peg summer dresses.
- Will Olga Rakovsky an for the antivirus software she has developed?

C Match these sentence halves.

- A Chinese company developed a) some really zany advertising campaigns.
- Alexander Graham Bell, a Scotsman, invented b) the 'little black dress'.
- Chanel, the French fashion designer, created c) the telephone.
- Nobody knows who dreamt up d) this amazing software.
- Perrier has thought up e) this useless gadget.

D Complete the text with the best words.

What is a patent?

A patent for an invention is a legal document issued by a government, which gives the inventor the right to stop other people from making, using or selling the invention without the ¹ of the inventor. When a patent is ², the invention becomes the property of the inventor. Like any other form of property or business ³, the patent can then be bought, sold, rented or hired. Patents are territorial rights, which means, for example, that a UK patent will only give the ⁴ rights within the UK and rights to stop others from importing the patented products into the UK.

There are three essential conditions that an invention must ⁵ in order to be patentable. First, it must be completely new. ⁶, there must be 'an inventive step' — most patents are in fact for ⁷ in technology which already exists. Third, it must be possible to make the invention, or to use it in industry.

Language review

Past tenses

- | | | |
|------------------|--------------|-----------------|
| 1 a) permission | b) allowance | c) consensus |
| 2 a) granted | b) applied | c) enquired |
| 3 a) account | b) asset | c) balance |
| 4 a) keeper | b) holder | c) importer |
| 5 a) establish | b) prove | c) fulfil |
| 6 a) Second | b) Two | c) Also |
| 7 a) alterations | b) increases | c) improvements |

A Match these sentence halves.

- | | |
|--|--|
| 1 They were still working on their new designs | a) when a Korean entrepreneur expressed interest in her new product. |
| 2 As they had an exciting idea to promote, | b) but also tested them in his daily life. |
| 3 High-profile entrepreneurs were invited on TV | c) when they saw an opening in the market. |
| 4 In 1985, Nicholas Albery founded | d) they decided to exhibit at the Inventors' Fair. |
| 5 Albery learned not only how to produce new ideas | e) and asked to talk about innovation and change. |
| 6 She was exhibiting at the Inventors' Fair | f) the Institute for Social Inventions. |

B Rewrite the sentences which use the wrong past tense.

- Hiltex were immediately filing a patent for their new machine as they were worried that their competitors would copy them.
Hiltex immediately filed a patent for their new machine as they were worried that their competitors would copy them.
- Z40, the new drug developed by Pharmatek, marked a turning point in the treatment of cancer.
- Their competitors failed to see the gap in the market and so missed a great opportunity.
- The agency was not believing that the machine would save so much time.
- Zirkon already made good profits when it introduced its new digital camera in 2000.
- The story goes that he was having the idea for the electric shoebrush while he was washing up.
- I was planning to visit the International Inventors' Fair but I did not have time.

C Put the verbs in brackets in the correct past tense.

Anita Roddick: A Businesswoman with a Vision

Anita Roddick, founder of the Body Shop, was born in England in 1942. In the 1960s, she ¹ (train) as a teacher in England and ² (work) for the United Nations in Geneva. She then ³ (decide) to adopt a 'hippie' lifestyle and ⁴ (begin) to travel extensively.

While she ⁵ (travel) around the world, she ⁶ (learn) many different customs and rituals from many different countries and ⁷ (become) interested in anthropology.

In 1971, she married Gordon Roddick. They ran a small hotel and restaurant in Brighton, but after three years they decided they ⁸ (want) a different way of life for themselves and their two children.

Writing Giving information

While her husband ⁹ (travel) in the USA in 1976, Anita ¹⁰ (open) the first Body Shop, selling natural, environment-conscious cosmetics packaged in recyclable bottles. The shop became very popular, and soon many customers ¹¹ (enquire) how they could start their own branch of the Body Shop.

Anita and Gordon then ¹² (develop) a new business philosophy: profits with principles. It was clear the Body Shop was a cosmetics company with a difference: they ¹³ (want) to see social and environmental changes. They ¹⁴ (launch) unusual advertising campaigns, and ¹⁵ (support) a number of environmental and human rights organisations.

Anita was named Business Woman of the Year in London in 1985 and was awarded an Order of the British Empire in 1988.

The Body Shop today has more than 1,000 stores all over the world.

A Look at this note. Put the lines in order.

- Message:**
- a) *I want to take our 15 Spanish visitors*
 - b) *as they are leaving on Monday morning.*
 - c) *of the Spanish version of the catalogue.*
 - d) *opening hours, entrance fee, and price*
 - e) *Please find out the following for me:*
 - f) *to the Exhibition of Inventions on Sunday,*

1

B Now write a reply, based on this information.

International Exhibition of Inventions, New Techniques and Products

Geneva:

PALEXPO

1st-5th May

USEFUL INFORMATION

Dates: 1st-5th May

Place: Palexpo-Geneva

Opening hours: 10 am-7 pm

Sunday: 10 am-6 pm

Admission charge: Fr12.00

Tickets available at the doors of the exhibition.

Children under the age of 15: Fr8.00

Groups of 10 or more: Fr8.00 per person

Official catalogue:

Contains a description of all the inventions (available in French and English only): Fr25.00

Hotel reservation: Central Tourist Office

P.O. Box 1649-CH-1244 Genève 1

Tel. +41 22 908 73 24 Fax +41 22 908 73 25

Please contact your nearest travel agent for special rates.
Quote the name of the event and the code IDS 39K.

Message:

On Sunday, the International Exhibition is
open from