

New Business Matters

CNN Worksheets

新商务英语

视听材料



New
Business
Matters
CNN Worksheets

原著 Rosi Jillett

新商务英语
视听材料

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新商务英语视听材料

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写在前面的话

《新商务英语》继在英国、美国、澳大利亚、加拿大、墨西哥、西班牙等国出版之后,如今又迅速登陆中国。这是中国出版界的佳音,更是中国商务英语界的喜讯。

顾名思义,《新商务英语》有两层意义:一是“商务英语”;二是“新”。前者明确了该套书的使用范围,是指应用于特定商业环境中的英语。同时,也明确了该套书的适用对象,以英语为交际语的商务人士,或欲尽快提高商务英语水平的有志之士;后者“新”的内涵颇为丰富,也是该套书的显著特点。“新”既指最新的商务英语词汇和商务英语文本,又指最新的商务领域和商务话题,从职业设计到企业家,从品牌大战到网上交易,从兼并浪潮到商业环境,从公共关系到商务文化等等,话题鲜活,无所不包,均是全新的。

《新商务英语》的“新”还体现在该套书的设计理念上,即“以人为本,读者至上”。从内容架构上,15个话题串起15个单元,既单元独立,又章章相连,环环相扣,由表及里,由浅入深。学习者可从头至尾,系统学习。亦可根据个人兴趣所需,有选择地进行;从形式安排上,一切为使用者着想,以教程为主线,辅之以强化训练、教学指南、视听材料等。从听、说、读、写、看等多角度强化商务英语学习,展示商务英语学习的乐趣,从而达到寓教于乐,寓学于乐,提高商务英语水平,提升商务英语交际能力的目的。

《新商务英语》的作者 Mark Powell 等先生是资深的商务英语专家,其编写的教程集知识性与趣味性于一身,融理论性与实用性于一体,话题鲜活,主题明确,语言精准地道,结构合理恰当,图文并茂,生动有趣,讲练结合,音像相配,水乳交融。从一定意义上讲,Mark Powell 等先生编写的这套商务英语用书,代表着全球商务英语的顶级水准。

为了凸显《新商务英语》的语言优势和文化品味,更加方便广大中国教师、学生及自学者使用,上海译文出版社在美国 Thomson Learning 的授权下,聘请相关专家对全书作了导读式的描述,对每个章节作了提纲挈领的说明,对语言点、文化点及重要的背景知识点作了简明扼要的注释,以期广大使用者能抓住语言文化精髓,加深对商务英语的理解,提高学习效率,增强学习效果。

但愿我们的初衷能化作广大使用者的现实,但愿我们的努力和付出能有助于广大使用者全面提高商务英语水平,迅速掌握涉外商务知识,搏击商海,扬帆万里。

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You are going to watch a report about women working on Wall Street.

1. When do you think women first started to work on Wall Street?
2. What do you think it is like working on Wall Street today?
3. "Don't get mad, get even." What do you think this could refer to in the context of Wall Street?

Before You Watch

Read the sentences.

Can you work out what the words in bold mean?

Many women want to **work their way to the top** of their chosen profession, but in some sectors they still hit a **glass ceiling** and find it impossible to progress further, finding that there are **barriers** in their way.

In senior management roles, men still greatly **outnumber** the women and the **old boy's network** is alive and well. But some women have made it to the top, a huge **achievement**, and have paved the way for others to follow. They have shown that while it is a **struggle** to **balance a career and family life**, it is not impossible. And they have also created their own strong **support network**.



While You Watch

Read questions one and two. Then watch and choose the correct answer(s).

1. The report suggests:
 - a. Opportunities for men and women are the same.
 - b. Women have come a very long way, but there is still further to go.
 - c. Things haven't changed very much in the last 75 years.
2. What is or was special about:
 - A. Muriel Siebert?
 - a. She was the first woman to work on Wall Street.
 - b. She is the head of the New York Stock Exchange.
 - c. She bought a seat on the New York Stock Exchange in 1967.
 - B. Sayra Lebenthal?
 - a. She and her husband founded Lebenthal & Co. in the 1920s.
 - b. She worked until she was 93.
 - c. She had a family.

Read the question below and watch the first part of the report again and answer.

3. Decide if the following are true or false.
 - a. Muriel Siebert was the only woman on Wall Street for nearly 10 years.
 - b. Sayra Lebenthal had an important influence on her grand-daughter.
 - c. Alexandra Lebenthal has a company called Diamonds.
 - d. Muriel Siebert experienced considerable discrimination.
 - e. Muriel Siebert was not allowed to attend meetings.
 - f. Muriel Siebert accepted the discrimination.

Read questions four to eight. Watch the second part of the report and answer the questions.

4. What is 85 Broad?
5. Who started it?
6. What is still difficult for women today?
7. What does Patricia Chadwick think about women's career opportunities?
8. Does Alexandra Lebenthal think that women have the same opportunities as men?

After You Watch

Work in pairs.

You are recruiting for an executive post. There are two front-runners, one male one female.

Student A: argue in favour of the female candidate.

Student B: argue in favour of the male candidate.

You are going to watch a report about Leslie Wexner, entrepreneur and the founder of The Limited, a retail empire.

1. What do you think motivates an entrepreneur?
2. What qualities do you think are needed to be an entrepreneur?
3. Do you think these are evident early in life?

Before You Watch

The words and phrases a – h appear in the video. They all relate to money. Match them to the definitions 1–8.

- | | |
|------------------------|---|
| a. to peddle | 1. a small amount of money |
| b. to eke out a living | 2. an action or plan that involves taking risks |
| c. lucrative | 3. something which makes a lot of money is described in this way |
| d. to turn a profit | 4. to earn a small amount of money |
| e. bankruptcy | 5. to earn just enough money to live on |
| f. a gamble | 6. to make money |
| g. to earn a buck | 7. to sell |
| h. pocket change | 8. You are in this situation when a court of law judges that you are unable to pay your debts and so all your assets are shared out among the people and businesses you owe money to. |

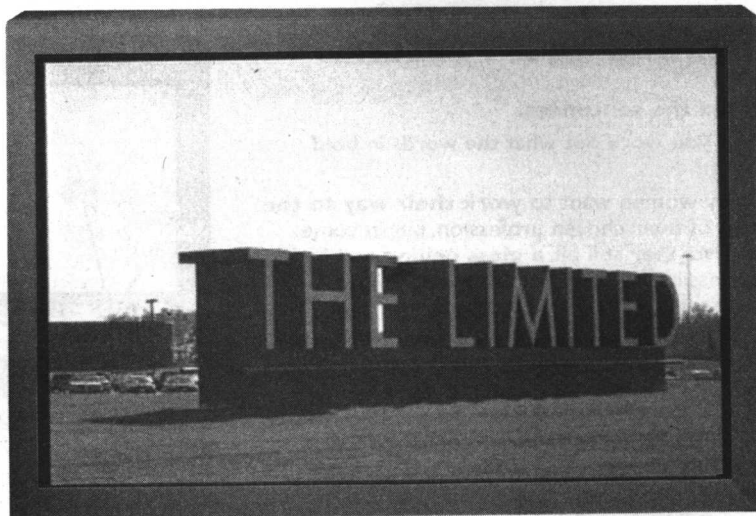
While You Watch

Read the questions, then watch and answer.

1. When did Leslie Wexner's entrepreneurial spirit develop?
2. The interviewer says, "All work and no play did not make Les Wexner a dull boy – it made him rich."
 - a. Can you give some examples of his work?
 - b. What did he think of his parents' work?

Read tasks 3–6 below. Watch the report again and do the tasks.

3. Which brands are part of The Limited?
 - a. Victoria's Secret
 - b. Express
 - c. Body and Bath Works
 - d. The White Barn Candle Co.
 - e. Leslie's
4. Which of the following things has Leslie Wexner done in his life?
 - a. shovel snow
 - b. cut grass for free
 - c. wash cars
 - d. run a day camp
 - e. sell T-shirts and stationery
 - f. do landscaping
 - g. become a landscape architect



- h. get a business degree
- i. get a law degree
- j. work in his parents' store
- k. open the Limited, focussing on women's sportswear
- l. turn a small women's store into a \$9 billion retail empire
- m. go bankrupt
- n. work with his parents in his business

5. Why does the example of running a day camp show particularly good business sense?
6. Decide whether the statements are true or false.
 - a. His father wanted him to get a business degree.
 - b. He joined his parents' business to prove his value to his father.
 - c. His father was enthusiastic about Leslie's idea for The Limited.
 - d. Leslie borrowed \$50,000 from his aunt to get started.

After You Watch

Work in pairs and discuss the following.

1. Do you think he is happy with what he has done?
2. What do you think was his main motivation?

Work in pairs and role-play.

Student A: You are Leslie Wexner. Tell your father about your idea for opening a store focussing on women's sportswear.

Remember – it is the best-selling item at Leslie's, the family store.

Coats and dresses are not turning a profit at Leslie's.

Student B: You are Leslie Wexner's father. You are very sceptical about your son's idea.

You are going to watch a report about an unusual use of the Internet in China. E-tombs are web sites where you can remember the people who have died.

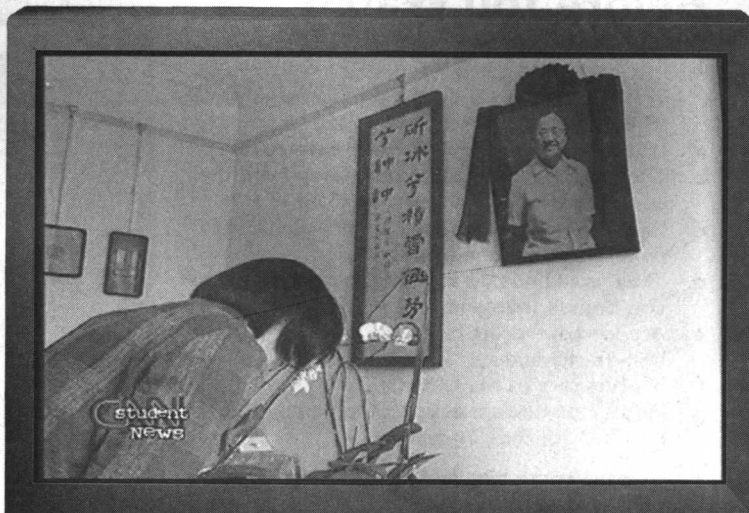
1. What do you think of this idea?
2. In what other areas has the Internet changed the way we live?

Before You Watch

Watch part 1 of the report.

1. Which of these objects and actions can you identify?
 - a burial site/a graveyard /cemetery
 - a grave
 - a ritual
 - a web page
 - to clean
 - to bow
 - to burn incense
 - to light a candle
 - people commemorating or remembering their loved
 - ones/people paying their respects to the dead
2. Look at the list of words below. Do you connect them with the Internet or with the dead? Decide which words should go under which heading: **the Internet** **the dead**

to attract visitors, to bury, a click of the mouse, cyberspace, to feature, a graveyard, in memory of, to commemorate, a memorial, a message board, modernization, a subscriber, technology, a web page



While You Watch

Read the questions, then watch and answer.

1. What does Netor.com offer?
2. Why have e-tombs become popular?
3. What can you do on an e-tomb?

Read tasks 4-5 below. Watch the report again and do the tasks.

4. Decide which sentences refer to an e-tomb and which to a traditional grave. Some sentences refer to both.
 1. It can cost around \$3,000.
 2. Some people find it a lot of trouble.
 3. It contains a biography of the dead person.
 4. It features photos, essays and a message board.
 5. People can pay their respects and show their love whenever they want to.
 6. It is very convenient to visit.
 7. You can light candles, burn incense, offer flowers and songs.
 8. Thousands of people can easily visit.
5. Match the quotes to the speakers. Then say who you agree with.
 1. Jaime Florcruz, Reporter
 2. Liu Yi, CEO Netor.com
 3. Yang Tuan, online grave-sweeper

- a. "The Internet offers a better way to commemorate [the dead]."
- b. "E-cemeteries will not replace traditional graveyards, but they offer a convenient alternative."
- c. "Now on the Internet the buried may be remembered well."

6. Watch one more time and complete the sentences with the correct numbers.
 - a. The Chinese give ... deep bows in memory of the dead.
 - b. The family visiting the grave visit ... times a year.
 - c. His wife's burial site cost ... to build.
 - d. Netor.com set up ... years ago and now has ... subscribers.
 - e. Yang Tuan only spent ... to open an e-tomb for her mother.
 - f. In the ... months since Yang opened her mother's e-tomb, it has attracted more than ... visitors, and ... of them are strangers.

After You Watch

Work in pairs and discuss the following.

1. Would you want to remember your loved ones in this way?
2. Do you think it will become popular in your country? Is it already popular in your country?
3. What do you think about the use of such a web site to commemorate:
 - a. September 11th, the World Trade Center tragedy.
 - b. the death of Princess Diana.
 - c. Major air disasters.

Work in pairs and role-play.

Decide on a product or service you are both interested in.

Student A: You are a web site designer.

Student B: You want to have a web site for your business.

You meet to discuss:

1. What your web site should look like.
2. What features it needs to include.

Draw the web site home page including an index.

You are going to watch a report about the Ford motor company and the brands it owns.

1. Do you know which brands are owned by Ford?
2. What do you think of when you think of Ford?

Before You Watch

1. Read sentences a–g and match the meaning of the words and expressions in bold with the definitions 1–7 below.
 - a. You can buy everything **under one roof**.
 - b. They want to **lure** customers away from their competitors.
 - c. Many models of cars look so similar, it's hard to **distinguish** one from another.
 - d. They would not do anything that would **harm the brand's integrity**.
 - e. A poor advertising campaign can **degrade** the brand's character.
 - f. He **has cars in his blood**.
 - g. He's a **hot-shot** executive, the youngest President of the company.
 1. to make something less valuable, less desirable
 2. very successful and confident
 3. to damage or hurt the character and strength of something
 4. to form an important part of someone's character
 5. to attract
 6. to see a difference between things
 7. in the same place
2. Decide whether the following words refer to:
 - a. the automotive industry.
 - b. the automobiles themselves.

automaker component dealership
high-end brand luxury market parts safety
systems suspension vehicle retail

3. The report talks about brand DNA.
What do you think this means?

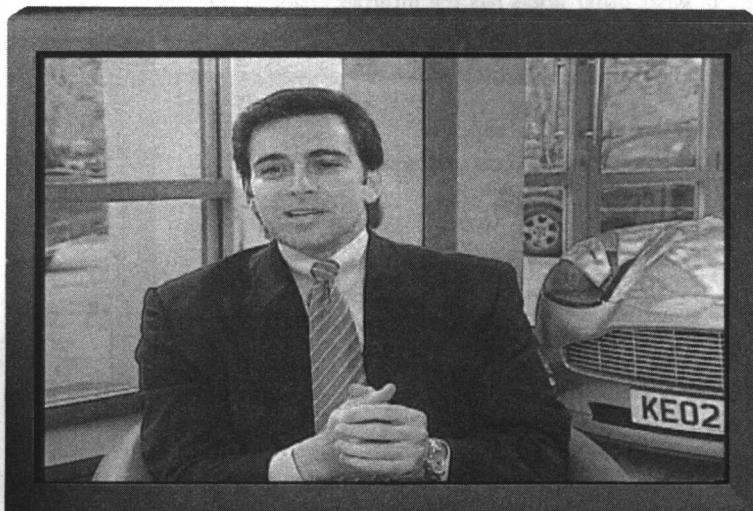
While You Watch

Read, and then watch and answer.

1. What brands does Ford own?
2. What does Ford do to advertise the fact that they own these high-end brands?

Read task 3, then watch again and answer.

3. Choose the best answer. There may be more than one correct answer in each case.
 1. The little blue oval is:
 - a. Ford's badge.
 - b. Volvo's badge.
 - c. Aston Martin's badge.
 2. PAG stands for:
 - a. Premier Automotive Group.
 - b. Personality Automobile Group.
 - c. Premium Automobile Group.



3. The little blue oval appears:
 - a. on all PAG vehicles.
 - b. not on any of the PAG vehicles.
 - c. only on Land Rovers.
4. Brand DNA means:
 - a. the essence of a brand, its most recognisable characteristics.
 - b. a brand's development.
 - c. the person behind the brand.
5. Ford PAG brands are sold:
 - a. in the same showroom.
 - b. in different showrooms, but often in the same building.
 - c. always in completely different locations.
6. PAG and the rest of Ford share:
 - a. back offices, sales, marketing, repair shops.
 - b. safety and navigational systems.
 - c. both a and b.
7. Fields says cost-cutting will not harm the brand's integrity. What does he mean?
 - a. They won't cost-cut.
 - b. They don't cost-cut because it would have a negative effect on the character of the brand.
 - c. They will cost-cut if it doesn't affect the character of the brand.

After You Watch

Work in pairs. Choose one of the brands above and 'sell' it to your partner.

Unit 5

Truffle Wars

You are going to watch a report about a luxury product, truffles.
Have you ever bought them?

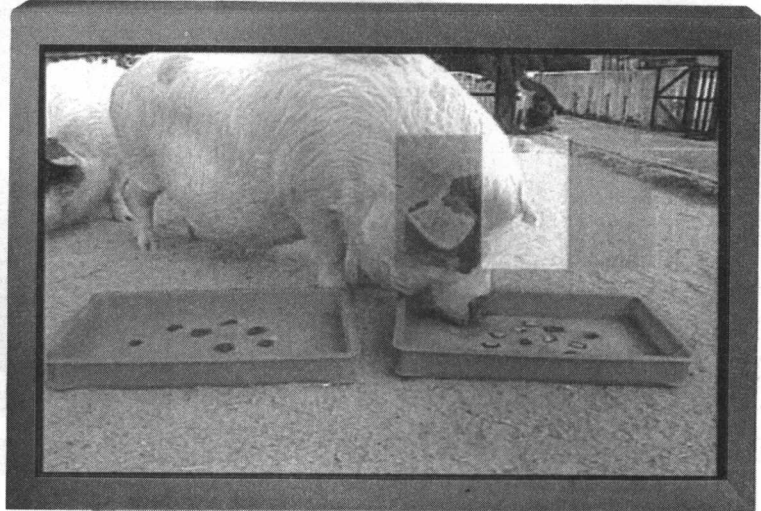
Do you think that the price of truffles is:

1. what the market will stand?
2. too expensive?
3. a reflection of their worth and rarity?

Before You Watch

Match the words in the two columns to make word partnerships.

- | | |
|------------------|---------------------|
| a. create | 1. value |
| b. have a market | 2. developed |
| c. undermine | 3. test |
| d. highly | 4. controversy |
| e. switch | 5. the genetic code |
| f. gourmet | 6. food |
| g. crack | 7. allegiance |
| h. sense of | 8. products |
| i. scientific | 9. smell |
| j. put something | 10. to the test |
| k. competing | 11. business |



While You Watch

Read questions 1 and 2. Then watch the report and answer.

1. What is the problem that the report describes?
2. Does the pig get it right?

Now read questions 3–6 below. Then watch again and answer.

3. Put the words under the correct heading:

French truffles Chinese truffles

Cheap, exported from France, \$30/kg, high-priced \$600/kg, gourmet food, imported to France

4. Choose the correct words in *italics* to complete the sentences.

- a. Truffles grow *underground* / *on the ground*.
- b. Pigs are used to *find* / *finding* truffles.
- c. Dogs *can* / *can't* be trained to find truffles.
- d. Truffles grow in Périgord in *southwestern* / *southeastern* France.
- e. *French* / *Chinese* truffles have more natural flavor than *French* / *Chinese* truffles.
- f. French truffle oil is added to Chinese truffles to give them *flavor* / *color*.

5. Choose the correct answer.

1. Who is trying to crack the genetic code of the Périgord truffle?
 - a. Chinese exporters
 - b. French scientists
 - c. French importers

2. They are doing this so they can:
 - a. taste food and identify where it comes from.
 - b. test food and identify where it comes from.

6. Put the following expressions in order of the pig's movements and the commentary you hear.
 - investigates thoroughly
 - rejects Chinese truffles
 - returns to the French truffles
 - switches allegiance
 - favors the French truffles

After You Watch

Work in pairs and discuss the following.

1. How aware do you think consumers usually are of exactly what they are buying?
2. What measures could be introduced to remedy this?

Work in pairs and role-play.

Think of a commodity or a product. Decide on a price for it. This price should be much higher than its actual price. Persuade your partner that it is worth this high price.

You are going to watch a report about the Earth summit in Johannesburg.

1. How much do you think it costs the UN to host an Earth Summit?
2. How many people do you think attend?
3. What do you think most of the money is spent on?

Before You Watch

1. Check you understand the meaning of these expressions. Which of these things do you think you will see in the report?
 - wining and dining
 - up-market hotel
 - bonanza
 - fresh oysters
 - extravagance
 - sandwiches
 - high living
 - frugality
 - lavish dinners
 - disparities between rich and poor
 - heads of state
 - delegates
 - no frills restaurant
2. Which words in the list above have a similar meaning to the words below?
 - a. extravaganza
 - b. summit-goer
 - c. to live a high life
3. Complete the sentences with words from the box below.

host a function flock affluent seedy

- a. Hundreds of world leaders ... to Johannesburg for this large-scale summit.
- b. Johannesburg is a city of contrasts with ... neighborhoods and ... slums.
- c. At the conference, our company will ... for all new delegates and their partners.

While You Watch

Read the questions. Then watch the report and answer.

1. Is the Earth Summit a UN extravaganza?
2. What are the positive effects for Johannesburg of holding a summit there?
3. How does the cost compare to the Rio Earth Summit ten years before this?

Read the questions below. Then watch the first part of the report again and answer.

4. Put these points in the order you hear them. Note the words are not exactly the same as the report.
 - a. All parts of the accommodation and catering industry welcome the summit.
 - b. Delegates pay for their own meals.
 - c. Most importantly the Earth Summit provides employment opportunities.
 - d. Tens of thousands of delegates attend the summit.

Read the questions. Then watch the second part of the report and answer.



5. Choose the correct answer/s.

1. Delegates go to:
 - a. up-market areas.
 - b. areas like Soweto.
 - c. both 1 and 2.
2. Delegates go to Wandies which is:
 - a. an up-market restaurant.
 - b. a no-frills restaurant.
 - c. a good restaurant.
3. The UN encouraged frugality by:
 - a. not hosting any functions.
 - b. living on sandwiches.
 - c. having lavish dinners.
4. The Johannesburg Earth Summit cost:
 - a. \$1 million.
 - b. \$10 million.
 - c. half a million dollars.

After You Watch

Work in groups A and B.

Group A

You are each head of a small department. You have received a call from your superior saying that you have to cut down on the number of people who can attend the annual conference for your industry. You each decide to inform your department at a meeting. Prepare what you are going to say.

Group B

Your boss is going to tell you that the number of people who can attend your industry's annual conference will have to be reduced. Think of arguments against this.

Now divide into groups of one A and a few Bs. Hold the meeting. Student A, explain the situation to your staff. Students B, ask your boss questions and put forward your point of view disagreeing with the decision.

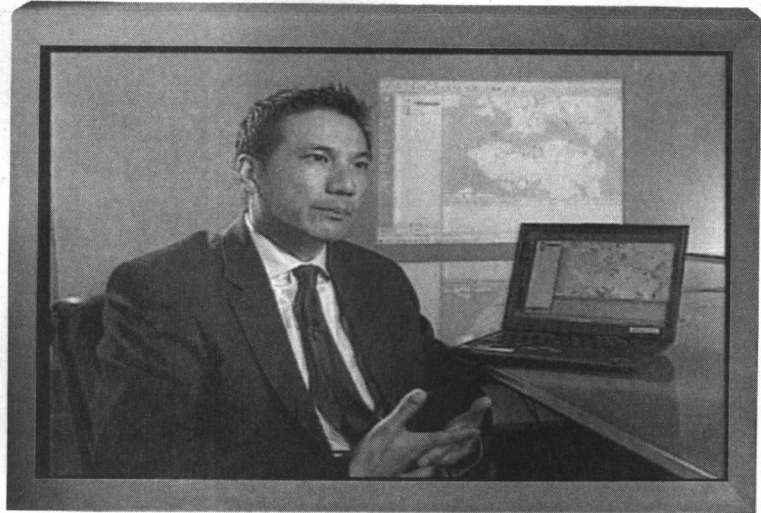
You are going to watch a report about tracking service developed for the Hong Kong market.

Can you think of useful applications for a tracking device?

Before You Watch

Read the following sentences. Can you guess the meaning of the words in bold?

- The employee's phone is linked to a computer that **tracks his movements** so that his employer knows exactly where he is.
- Watson's Water has hundred of suppliers **out in the field**, delivering supplies and fixing water coolers.
- Companies want to **keep tabs on** their employees, to make sure they are doing what they say they are and where they are. Some employees may find this very **intrusive**.



While You Watch

- Watch the report, then choose the statement that gives the best summary.
 - It's about the use of satellite technology to track people's movements.
 - It's about a tracking device which does not use satellite technology.
 - It's about a water supplier.
- Do you think the company name, The Pinpoint Company, is a good name for the company? Why/not?
- Read the questions below, then watch again and answer. Decide whether the statements are true or false.
 - As Jo walks around Hong Kong, people at his company can see where he is on a computer screen.
 - There is a time delay of ten minutes.
 - The information is accurate to within 200 meters.
 - The tracking system uses mobile phones.
 - The people who are being tracked can receive messages from their employers on their mobile.
 - The tracking system increases productivity.
 - Before this tracking system, employees might call from a bar called 'The Office' to say they were at the office.

After You Watch

Work in pairs and discuss the following.

- Do you think this technology is too intrusive?
- Imagine you work for a company like the Pinpoint company. You can develop a tracking service for ONE of the following. Choose which one you think would be best for business and discuss why.
 - To show the location of an elderly relative or a child.
 - To show the location of people's cars.
 - For the emergency services.
 - For transport and equipment.
- Look at this list of benefits of using a tracking devices from the Pinpoint website. In your business, which of the following are the most important?
 - Increase ability to track people and objects.
 - Reduce theft of vehicles and equipment, and increase recovery rate of stolen items.
 - Lower insurance costs.
 - Improve employee safety and security.

You are going to watch a report about the press and the fashion world.
How important do you think the media is to a fashion designer?

Before You Watch

- I. Match the words and phrases a-j to the definitions 1-10.
 - a. acidic article
 - b. negative review
 - c. a nod from someone
 - d. to clamour to do something
 - e. to ban someone from something
 - f. glossy magazines
 - g. the power of the pen
 - h. to feed each other
 - i. to pull ads from a magazine
 - j. to make or break someone
 1. a bad review
 2. attention and approval
 3. a very critical review
 4. remove or withdraw advertisements
 5. the influence a written article, etc. can have
 6. to be interdependent
 7. to have a very important positive or negative impact
 8. to stop someone from doing something
 9. to try very hard to do something and be very enthusiastic
 10. up-market publications usually for women, e.g. *Vogue*.
2. Match the following to make word partnerships.

1. media	a. stunt
2. two-page	b. content
3. editorial	c. spread
4. publicity	d. critic
5. fashion	e. revenue
6. fashion	f. attention
7. to promote	g. a designer
8. advertising	h. media



3. How many of these headlines reflect the content of the report?
 - a. **designer ignores media**
 - b. **huge press presence at Paris fashion show**
 - c. journalists banned from show
 - d. **Vogue bans Armani from advertising**
 - e. **Vogue loses thousands in advertising revenue**
 - f. movie star Malkovitch at fashion show
 - g. **Vogue backs avant-garde designers**
 - h. **Vogue supports designers with realistic dress sense**
 - i. they can't live without each other

While You Watch

Read questions 1 and 2. Then watch the report and answer.

1. Does the presenter answer this question?
"The real question is whether or not the power of the pen can make or break a designer."
2. The relationship between the fashion and the media is described as a love-hate relationship.
What examples are there in the report?

Now read question 3. Then watch again and answer.

After You Watch

Work in pairs and discuss the following.

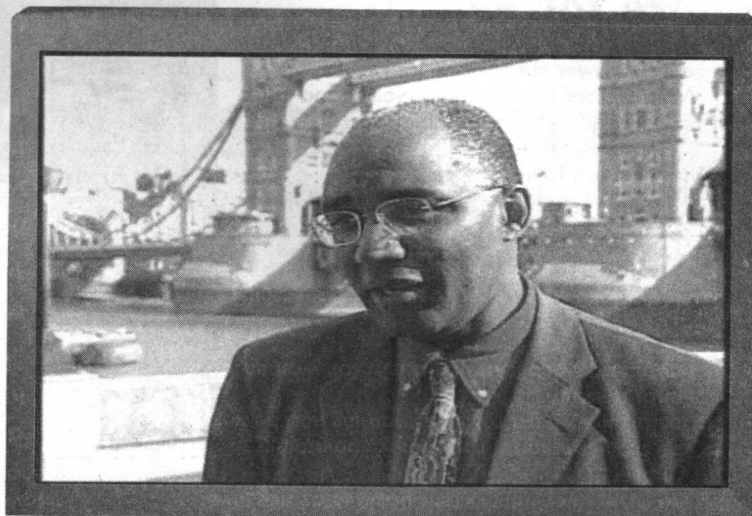
1. Imagine you are a designer. Decide which famous people you would like to attend your fashion show.
2. You receive a very critical review from a top fashion magazine. What would you do to limit the damage?

You are going to watch a report which looks at Britishness and the test that immigrants will have to pass before being granted citizenship. When you think of Britain, what do you think of?

Before You Watch

These words and phrases appear in the report.
Match them with the correct definitions.

- immigrant
 - ethnic community
 - multicultural
 - to be granted citizenship
 - to punch
 - isolation
 - to prescribe
 - curriculum
 - to institute
 - habits and customs
- things people do in a particular society
 - subjects that are taught
 - to hit someone with your fist
 - someone who comes to live in a country from another country
 - to say what someone has to do
 - groups of people usually of non-western origin
 - made up of many races and cultures
 - when someone is alone or separated from others
 - to start, to establish
 - to be given legally recognised membership of a country



While You Watch

Read questions 1 and 2. Watch the report and answer.

- How does modern Britain differ from the traditional stereotype?
- What does the government want to introduce? Why?

Read questions 3 to 8. Watch again. Choose the correct answer/s.

- Which of these things mentioned are typically British:
 - the Union Jack (UK flag)?
 - changing of the guards at Buckingham Palace?
 - red telephone boxes?
 - red letter boxes?
 - double-decker buses?
 - black cabs?
 - rain?
 - a cup of tea and scones?
 - multi-cultural society?
 - warm beer on a cold day?
- What will the government do if immigrants cannot pass the test?
 - Deport them.
 - Give them free lessons.
 - Give the three lessons.

- Which of the following features of the test are mentioned?
 - It will be in English.
 - It will deal with British customs and habits.
 - It will include reading, writing, listening and speaking.
- What is one of the difficulties mentioned in setting the test?
 - Traditions vary from one part of the country to another.
 - Immigrants do not want to take it.
 - It will be expensive.
- Is the test universally welcomed?
 - Yes.
 - No.
- Which of these definitions of being British is mentioned in the report?
 - Not being European.
 - Sense of feeling united, but individual at the same time.
 - Being part of a young and dynamic culture.

After You Watch

One of the people interviewed says this:

"The whole idea of compulsion and setting rules and so on is a terrible mistake and it's against what I regard as British traditions."

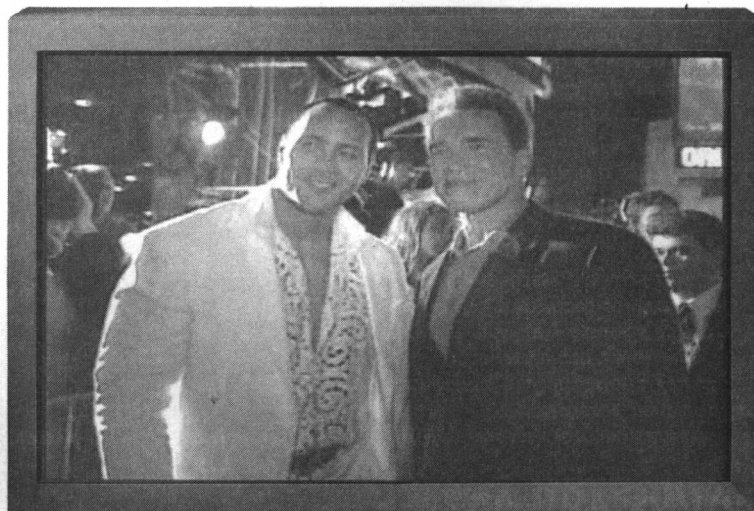
Work in pairs and discuss the following.

- What is the situation in your country? Do immigrants have to take any tests to gain citizenship? What do you think of this idea?
- Work in pairs and think of five questions that you would include in a citizenship test for your country. You can then ask other people in your group.

You are going to watch a report about the marketing of Hollywood films.
What Hollywood films are currently being marketed in your country?

Before You Watch

- Read and answer these questions.
 - What factors do you think Hollywood takes into account when marketing films in different countries?
 - How do they market films?
 - What are the threats that Hollywood faces?
- All the words and phrases appear in the report. Match them with the definitions.
 - a campaign
 - a territory
 - box office
 - counterfeiting
 - marketing machine
 - overseas markets
 - piracy
 - promotion
 - release date
 - revenues
 - to customise
 - money that a business receives from its activities
 - all the elements a business uses to market its product
 - markets abroad – opposite of domestic market
 - the advertising for a film
 - to make changes for a specific market
 - the time when a film is first shown
 - advertising and marketing
 - a geographical area, often the responsibility of a particular sales team
 - ticket sales for a film
 - illegal copying (of films etc.) (2 expressions)



- What does Dick Cook mean when he says, "You have to check your own ego and really rely on what your people are telling you."
 - You have to put your own ideas to one side and listen to people with local knowledge.
 - Our local people have had ideas for campaigns which we didn't like and so we didn't use.
- You have to schedule a film's release date:
 - so the film can open all over the world at the same time.
 - taking into consideration the local calendar.

Now watch the second part of the report again.

- What is important all over the world for a film's success?
- Why did Revolution Studios send Vin Diesel to so many countries?
- How much money has the film XXX taken at the box office?
- What is the biggest threat to Hollywood's revenue?

While You Watch

Now watch and compare your answers in Preview question 1.

Read the questions below. Then watch the first part of the report again.

- Choose the correct answer.
 - How much of a film's revenue usually comes from international sales?
 - 50%
 - 80%
 - Occasionally the international market can make:
 - twice as much as the domestic market.
 - half as much as the domestic market.
 - What types of film does the reporter say are internationally successful?
 - Films with big stars and action movies.
 - Films with romantic themes.
- When it comes to international marketing, there's no such thing as 'one size fits all'. This means:
 - The studios have to run different campaigns for their films in different countries.
 - Studios market their films in exactly the same way around the world.

After You Watch

- Complete the summary of the report. Use the words in the box.

**piracy campaigns promotional tours revenues
customized overseas market marketing machine**

Fifty per cent of Hollywood's (a) ... come from the (b) Hollywood has a huge (c) ... to promote its product. This ranges from (d) ... which are (e) ... for individual markets to (f) ... of the stars. But Hollywood is facing a threat to its global dominance: (g)

Work in pairs. Think of a foreign film you know.

- Discuss the issues to take into account when marketing this film in your country.
- Discuss the type of campaign that would be successful and the best release date.

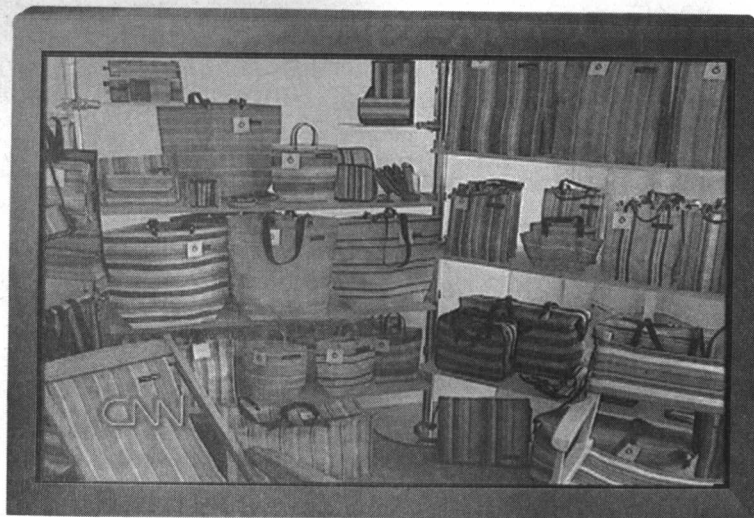
You are going to watch a report about Tote Le Monde, an accessories business. Look at the picture.

- How much do you think these handbags cost?
- What materials do you think they are made of?
- In the US, they are sold in Neiman Marcus, Barneys, Saks Fifth Avenue. What type of stores do you think these are: high-end or low-end?

Before You Watch

Match the expressions to the definitions. Use your dictionary to help you.

- fine arts graduate
 - flair
 - accessories
 - high-end fashion
 - skeleton-size staff
 - sample
 - signature style
 - niche market
- bags, shoes, belts, jewellery, scarves, gloves etc.
 - someone who has studied painting and sculpture at university level
 - ability, talent
 - instantly recognisable as certain brand
 - an example of the product shown to potential buyers
 - expensive clothes, shoes, jewellery, etc.
 - the minimum of people needed to run a business
 - product or service that is profitably and carefully targeted at a relatively small number of customers



2. Look at the table. Watch again and complete.

company name	_____
products	_____
some products made from	_____
price tag on a Tote Le Monde bag	_____
annual sales figures	_____
country of design	_____
country of manufacture	_____
designer	_____
number of full-time staff	_____
retail outlets where sold	_____

While You Watch

1. Watch the report, then read this summary and choose the correct phrases in bold.

This is the story of a Tote Le Monde, a very (a) **(successful)struggling** (b) **large/small** business. The company designs and manufactures (c) **accessories/clothes** and sells its collections into (d) **major/small** stores at very (e) **reasonable/high** prices alongside much more (f) **expensive/inexpensive** brands.

The company's founder (g) **Tia Wou/Carmen Borgonovo** started off by going from store to store, asking to speak to the buyers. Barneys were interested and things took off from there.

The brand has captured a (h) **niche/mass** market and is profitable because, with its (i) **medium-size/skeleton-size** staff, it is able to keep its overhead (j) **low/high** and returns (k) **high low**

After You Watch

- Tia Wou says, 'I think it's a very strong concept. I think it's a very strong product.'
 - Do you agree?
 - Which of these factors do you think is particularly important in the brand's appeal to consumers: look? price? made in Bolivia from recycled plastic?
- Tote Le Monde was set up by two childhood friends.
 - What advantages and disadvantages can you think of in going into business with a friend?
 - What effect do you think this can have on the style of management?

Unit 12 PCCW's Acquisitions

You are going to watch a report about PCCW, Hong Kong's dominant telecoms company.

1. What do you know about the telecoms industry?
2. Do you know of any mergers and acquisitions that have taken place within this sector?
3. What do you know about the Hong Kong economy?

Before You Watch

Match the words on the left to the words on the right to make word partnerships.

- | | |
|------------------------|-------------------|
| a. to scotch | 1. money |
| b. a bold | 2. offer |
| c. to borrow | 3. rumours |
| d. a mountain | 4. of debt |
| e. credit | 5. assets |
| f. a buying | 6. an acquisition |
| g. to make an informal | 7. market |
| h. a mature | 8. spree |
| i. to buy | 9. move |
| j. to undertake | 10. rating |



While You Watch

Read the questions below. Then watch the report and answer.

1. Has PCCW acquired any other companies? If so, which?
2. Is it trying to acquire any companies? If so, which?
3. What is PCCW's position with Moody's, credit rating agency?

Read the questions. Then watch again and answer.

4. Choose the correct answer.
 1. PCCW stands for:
 - a. Pacific Century CyberWorks Limited.
 - b. Pan Credit CyberWorks.
 2. PCCW acquired Hong Kong Telecom by:
 - a. borrowing a large amount of money from banks.
 - b. issuing bonds.
 3. PCCW was left with considerable debts:
 - a. when the Internet and telecoms markets collapsed.
 - b. when it acquired Cable & Wireless.
 4. Richard Li is:
 - a. PCCW's chairman.
 - b. Moody's chairman.

5. Moody's is concerned that an acquisition by PCCW at this stage, will:
 - a. adversely affect PCCW's credit rating.
 - b. positively affect PCCW's credit rating.
6. What do Cable & Wireless and Japan Telecom have in common?
 - a. Richard Li has bought both of them.
 - b. It would be relatively inexpensive to acquire them.
7. According to the analyst, the sale of Cyberport will:
 - a. mean PCCW loses a valuable asset.
 - b. give PCCW a much-needed injection of cash

After You Watch

Work in pairs and discuss the following.

1. PCCW had been growing organically, but has switched to growth by acquisition.
2. Which type of growth do you think is best and why?