

# Università di Cagliari



Corso di Laurea in Economia e Gestione Aziendale

Corso di Laurea in Economia e Finanza

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# COMPANIES

English words connected with COMPANIES....

What words come to your mind when thinking about Companies?



# COMPANIES

English words meaning *COMPANY* ....

## Synonyms:

Enterprise

Business

Firm

Corporation

Partnership

Association

Establishment



# COMPANIES

English words connected with COMPANIES....

Goods and services, shareholders, stockholders, stakeholders: customers, government, managers, employees, investors, suppliers; enterprise, concern, Research and Development (R&D), Marketing, Human Resources (HR), Logistics, Accountancy, Information Technology (IT), Finance, Consultancy.



# COMPANIES

CORPORATIONS

ENTERPRISES

ENTREPRENEURS ⓘ

ENTREPRENEURSHIP

JOINT STOCK COMPANIES ⓘ Ltd Plc Inc

MULTINATIONALS

SUBSIDIARIES

SHAREHOLDERS ⓘ assets & liabilities

DOTCOMS, ORGANIZATIONS

BUSINESSES

CONCERNS

FIRMS

Sole trader



# DEFINITIONS

- ◆ **Joint-stock company** = a large company where shareholders who wish to invest in the company can buy and sell parts of it on the stock exchange.
- ◆ **SUBSIDIARY COMPANY** = a company whose controlling interest is owned by another company

# DEFINITIONS

**assets & liabilities** = attività e passività

**Assets** = anything of value that you own

**Liabilities** = any debts or payments you owe to someone else

**Sole trader** = a person who sets up and owns their own business

# Acronyms

**Ltd** = Limited

**Plc** = Public Limited Company (UK)

**Inc** = Incorporated (USA = UK Plc)



**ASP** – Application Service Provider (a company that offers services to its customers via a network)

**CEO** – Chief Executive Officer (the big boss)

**CFO** – Chief Financial Officer (head of the finance)

**CMO** – Chief Marketing Officer (head of marketing)

**COO** – Chief Operating Officer (head of operations)

**CTO** – Chief Technology Officer (responsible for the tech side)



# TYPES OF COMPANIES

A MULTINATIONAL CORPORATION (ex.: \_\_\_\_\_)

A SMALL FAMILY BUSINESS (ex.: \_\_\_\_\_)

A SMALL AND MEDIUM-SIZED ENTERPRISE (SMEs)  
(ex.: \_\_\_\_\_)

A HIGH-TECH CORPORATION (ex.: \_\_\_\_\_)



# TYPES OF COMPANIES

A MULTINATIONAL CORPORATION (ex.: Adidas, Fiat-Crysler, Nokia, Ferrero, Nestlè)

A SMALL FAMILY BUSINESS (ex.: \_\_\_\_\_)

A SMALL AND MEDIUM-SIZED ENTERPRISE (SMEs)  
(ex.: Key Solutions, Swede; Hartmanns, Denmark;  
Globoforce, Ireland; Piaggio, Italy)

A HIGH-TECH CORPORATION (ex.: Samsung, Apple, HP, IBM, Amazon.com, Microsoft, Sony, Google, Dell)



# Company Structure

STEEP(TALL) HIERARCHY: Many levels of management  
(hierarchical and bureaucratic organizations) ▶

FLAT HIERARCHY: More equality and flexibility

Match the words with the definitions  
(p. 10)



# Traditional Company Structure

- 1) SHAREHOLDERS
- 2) MANAGEMENT
- 3) WORKFORCE

**STEEP(TALL) HIERARCHY**: Many levels of management (hierarchical and bureaucratic organizations) (p. 9)

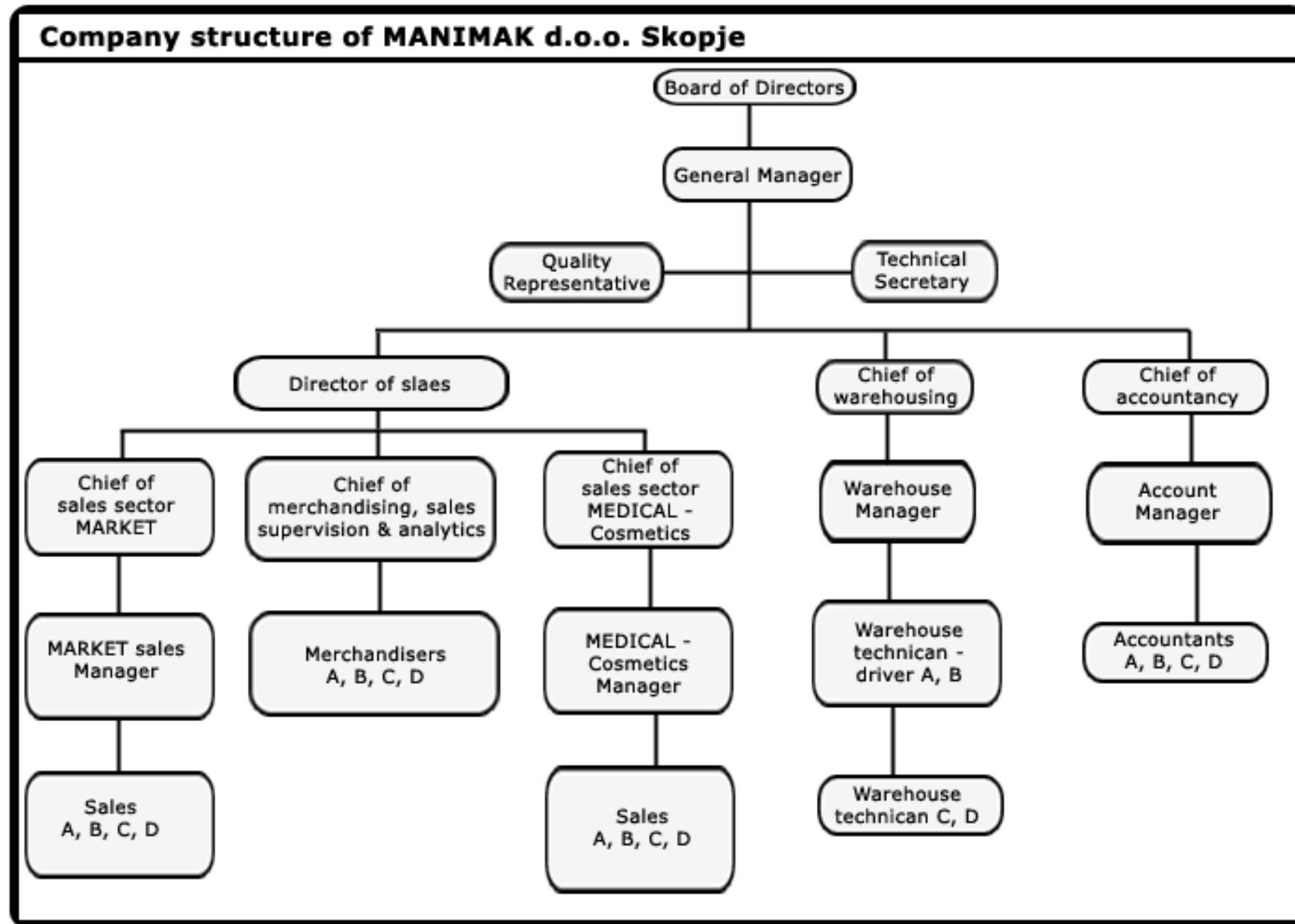
CHAIRPERSON (UK) - PRESIDENT (US)  
BOARD OF DIRECTORS (UK)-BOARD OF MANAGEMENT (US)  
MANAGING DIRECTOR (UK) (CEO: CHIEF EXECUTIVE OFFICER)  
GENERAL MANAGER (JUNIOR, MIDDLE, SENIOR)

**Company divisions/departments:**

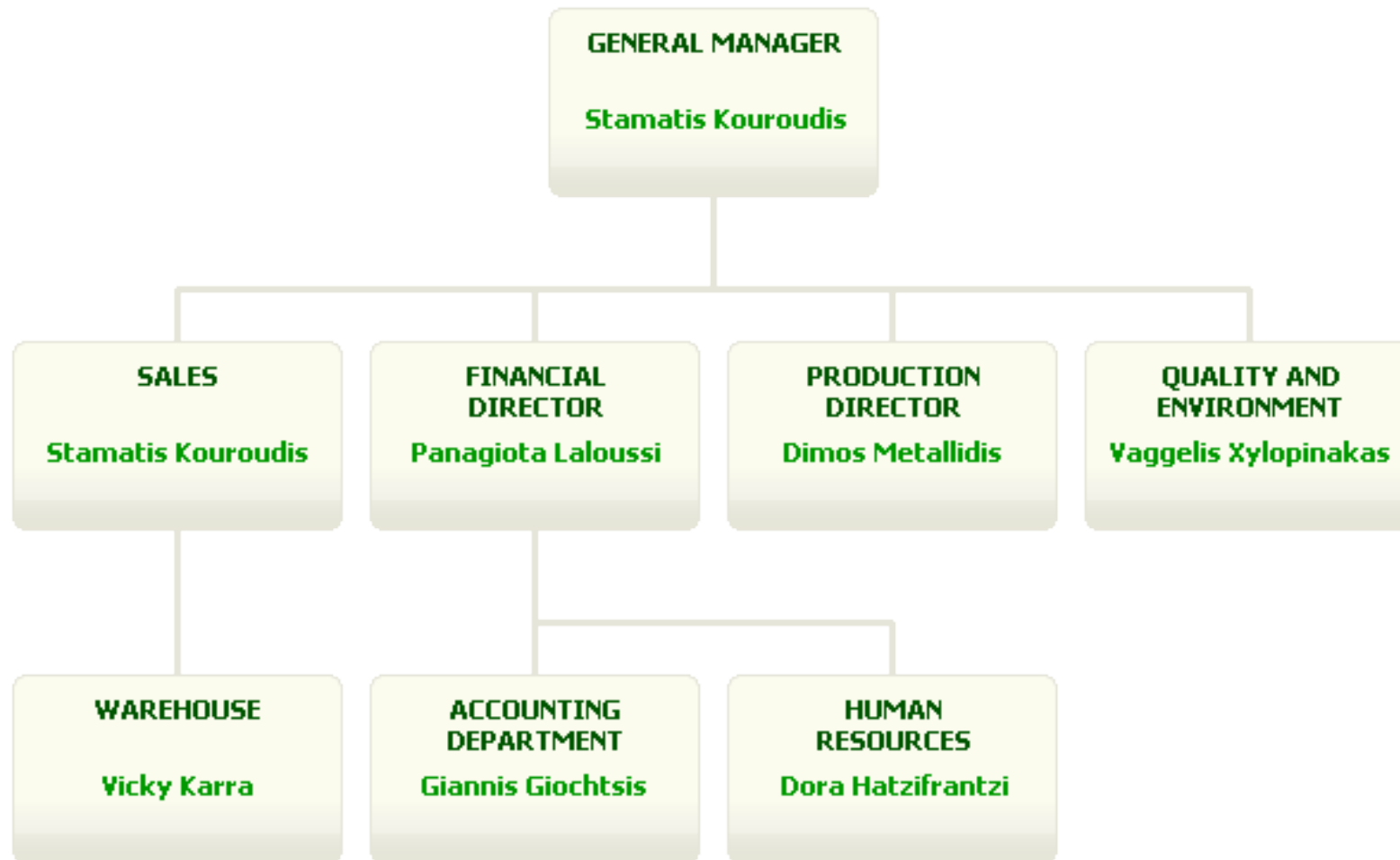
Information Technology (IT), Human Resources (HR),  
Legal Affairs (LA), Finance (F), Communications (C)



# Hierarchical structure

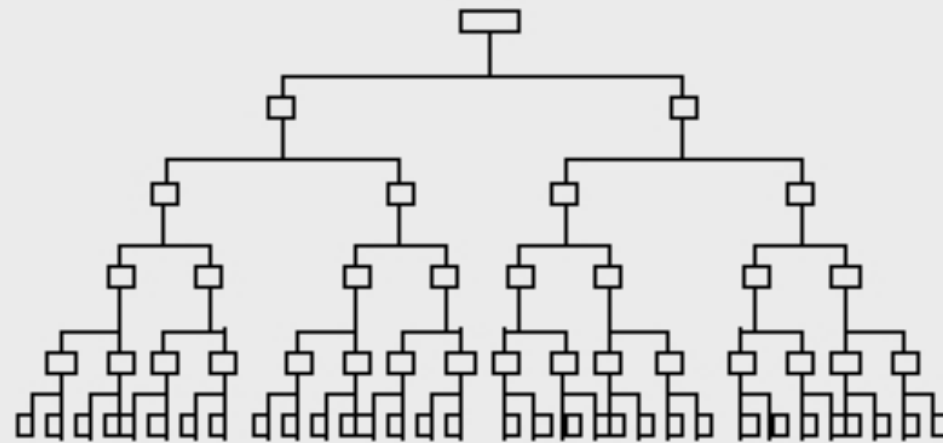


# Hierarchical structure

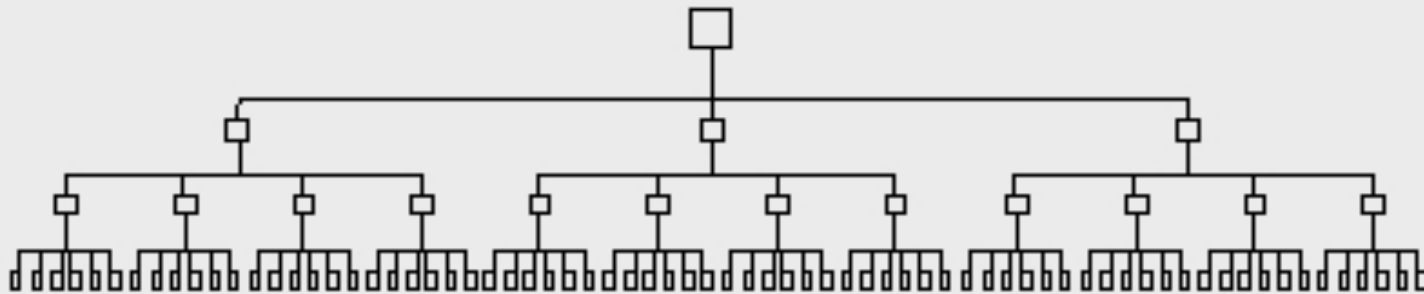


## Exhibit 2: Flat vs. Tall Organizational Hierarchy

### Tall Organizational Structure

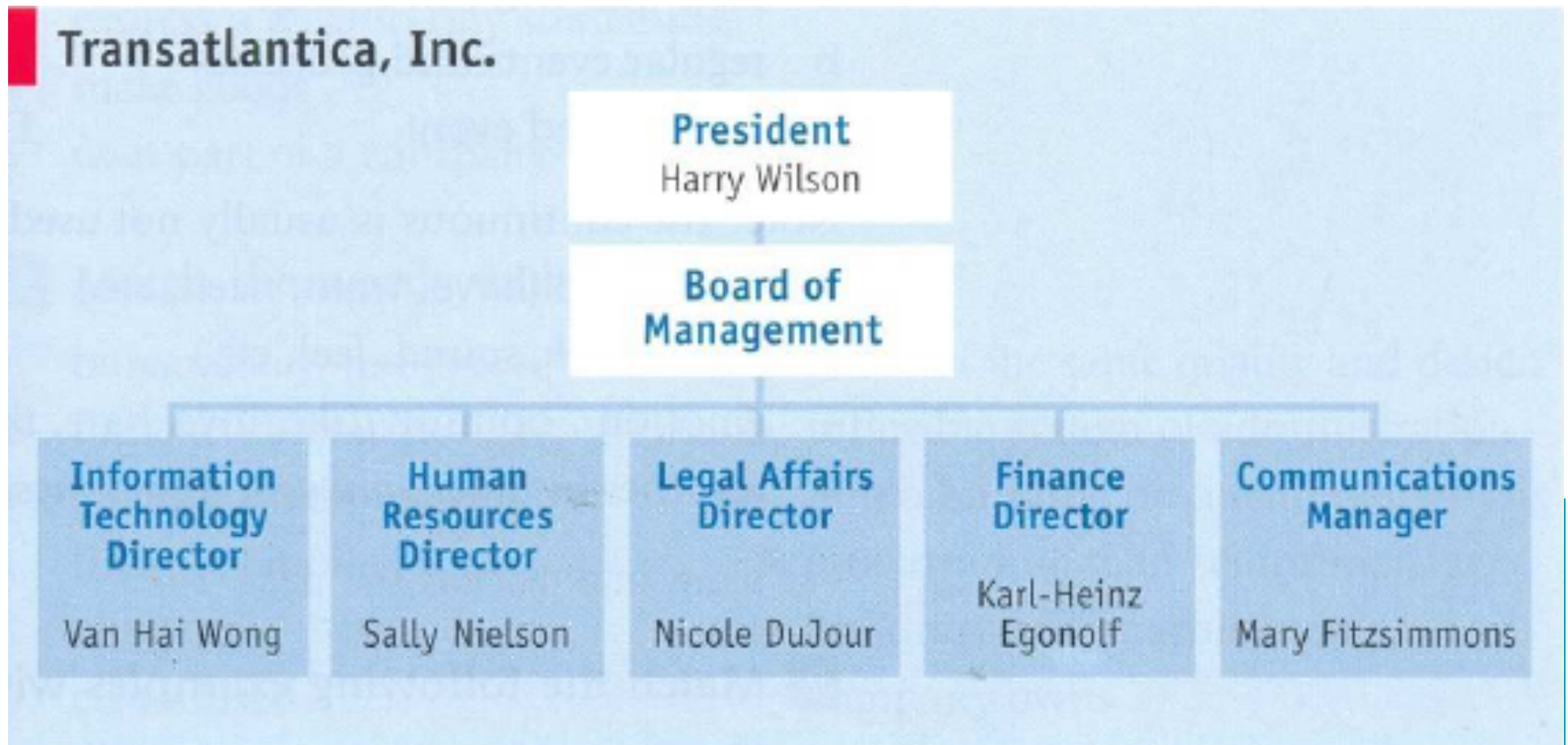


### Flat Organizational Structure



# Company Structure

FLAT HIERARCHY: light organizational structure  
More equality and flexibility less traditional company  
(p. 12).



# Global Companies

When a company **globalises** it tries to choose the best method to enter the overseas markets. Some of the methods are:

**ACQUISITION (TAKEOVER)**

**MERGER**

**JOINT VENTURE**

**FRANCHISING**

**LICENSING**

**LOCAL PARTNER**

**SUBSIDIARY**

**CONSORTIUM**



# Global Companies

ACQUISITION-JOINT VENTURE-CONSORTIUM-FRANCHISING-  
LICENSING-LOCAL PARTNER -  
SUBSIDIARY – TAKEOVER - MERGER

A) Buying or taking over another company

B) A company partly or wholly owned by a parent company

C) Selling the right to a manufacturer's trademark

D) Giving someone the exclusive rights to sell products in a certain area

E) A person or company who cooperates with a foreign company who wishes to enter the market

F) Two or more companies join temporarily to carry out a large project

G) A group of companies in similar businesses working together.

H) The integration of two or more corporations into one

# Methods to become Global (1)

A) **ACQUISITION**: Buying or taking over another company

B) **MERGER**: The integration of two or more corporations into one

C) **JOINT VENTURE**: 2 or more companies jointly invest in a project without merging

D) **FRANCHISING**: Giving someone the exclusive rights to sell products in a certain area



# Methods to become Global (1)

E) **LICENSING**: A person or company cooperating with a foreign company who wishes to enter the market

F) **LOCAL PARTNER**: Two or more companies join temporarily to carry out a large project

G) **SUBSIDIARY**: A group of companies in similar businesses working together.

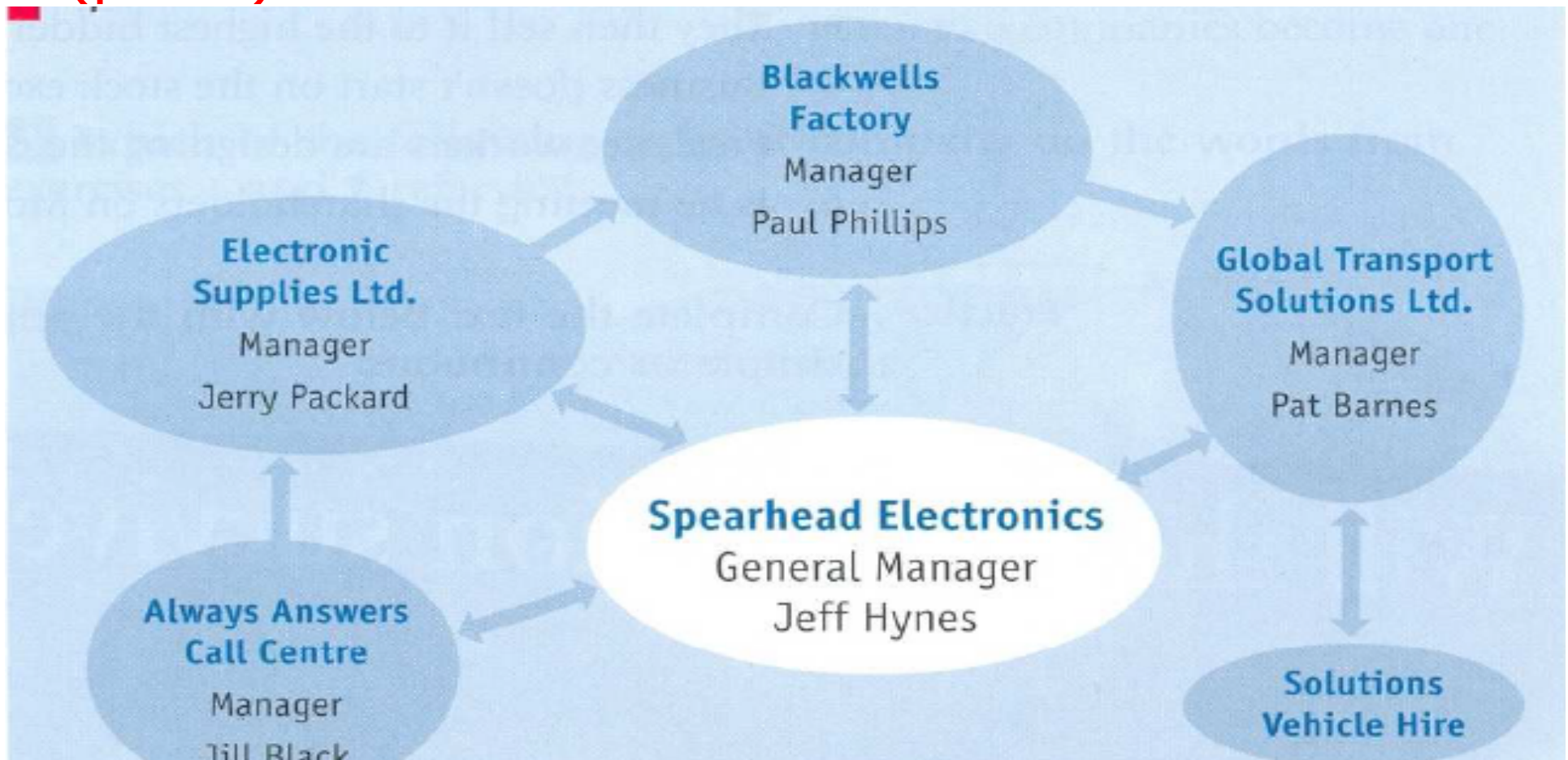
H) **CONSORTIUM**: Selling the right to a manufacturer's trademark



# Company Structure

Which type of company does it represent?

(p. 12) Ex. 2



# Survival of the fittest

(p. 7)



## Keynotes

There are many different types of companies. Most large corporations are public limited or **joint-stock** companies, which means that **shareholders** who wish to invest in the company can buy and sell parts of the company on the stock exchange. Many are **multinationals** with **subsidiaries** and **assets** in various different countries and they generally engage in **mergers** with other companies and **acquisitions** in order to expand. However, the large corporation is increasingly under threat from the growing number of **dotcoms** set up by **entrepreneurs**.



# VOCABULARY (p. 7)

1. Shareholders
2. Multinationals
3. Subsidiary
4. Assets
5. Mergers
6. Acquisitions
7. Dotcoms

Shareholders, multinationals, subsidiary, assets, mergers, acquisitions, dotcoms.

- A. a person, company, etc., that owns shares of stock in a company.
- B. the total resources of a person or business.
- C. to acquire another company
- D. a company doing business mostly or solely on the Internet.
- E. a large corporation with operations and branches in several countries
- F. a company controlled by another company.
- G. those who combine companies by transferring the properties to one corporation.

# VOCABULARY

1. Shareholders (A)
2. Multinationals (E)
3. Subsidiaries (F)
4. Assets (B)
5. Mergers (G)
6. Acquisitions (C)
7. Dotcoms (D)

p. 8 Ex. 2

# P.8 questions

1.

2.

What is this article about?

# A MATTER OF CHOICE - p. 9

## THE *GHERKIN* BUILDING



Designed by  
Norman Foster  
for the major  
Swiss  
reinsurance  
company.

# A MATTER OF CHOICE - p. 9

What is this article about?



# A matter of choice (p. 9) (Reading Comprehension)

## PARA I:

-“**was run**”: polysemy / passive

**To run** = act of moving legs fastly

**to run a business** = manage / be in control of

## PARA II:

The verb: non-finite verbs (making) and finite verbs (introduced, provided..)

Subj. **provide** Obj. **with ...**



# A matter of choice (p. 9) (Reading Comprehension)

## ◆ PARA III:

NOUNS COMBINATIONS (the 1° noun works as an adjective)

- "giant corporations" (giant trade unions, II, giant companies, IV)
- "production system"
- "management hierarchies"
- Careers v carriers

# A matter of choice (p. 9) (Reading Comprehension)

## ◆ **PARA III:** Morphology

### ADJECTIVES FROM VERBS FROM NOUNS

- standard > to standardise -ise/ize -d
- custom > to customise -ise/ize -d

### ADJECTIVES FROM VERBS FROM ADJECTIVES

- flat > to flatten > flatten-ed

# WORD FORMATION (MORPHOLOGY)

There are four (4) processes of word formation in ENGLISH:

- |                |                |
|----------------|----------------|
| 1. Prefixation | DIS-OBEY       |
| 2. Suffixation | KIND-NESS      |
| 3. Conversion  | INCREASE (v+n) |
| 4. Compounding | DATABASE       |

There are also some less usual ways like  
CLIPPINGS (ad, flu); ACRONYMS (NATO);  
BLENDS (brunch; fantabulous)

# WORD FORMATION

1. **PREFIXES** in English have a purely LEXICAL (or derivational) **role**. They allow the construction of new words, changing the meaning of their base form (root-stem):

*un-; de-; anti-; super-*

2. **SUFFIXES** in English are of 2 kinds:

- a. **DERIVATIONAL** (lexical) s. change the meaning of the base form (*-ness; -ship; -able*);

- b. **INFLECTIONAL** s. are purely grammatical (*plural, past, possessive*).

# Types of Morphemes

**DERIVATIONAL** or **LEXICAL** morphemes build new items of vocabulary, combining different elements, both to change word class and to change meaning:


UN-DESIR(E)-ABLE      UN-DESIR(E)-ABLE-NESS

**INFLECTIONAL** morphemes express a grammatical contrast (comparative, superlative, plural, past, possessive, 3rd person singular)

# A matter of choice (p. 9) (Reading Comprehension)

## PARA IV-V

### POSSIBLE SYNONYMS for:

- **Takeover** = *assumption of control over  
coup / group action*
  - **Owns** = *Has legal right to property  
have ownership or possession*
  - **Freelance** = *working on contract bases  
independent worker*
- 

# A matter of choice (p. 9) (Reading Comprehension)

## PARA VI

### MEANING?

- **To market an idea** = *To sell an idea*
- **The highest bidder** = *the best responder to an invitation (to buy)*

The market (n.) a network (n.)

To market (v.) to network (v.)

## FLEXIBILITY OF FUNCTION

# A matter of choice (p. 9) (Reading Comprehension)

## PARA VI

### **FLEXIBILITY OF FUNCTION**

- ◆ Can you think of other English examples of words with more than one value (verb, nouns, adjectives..)??

# Companies (Reading Comprehension)

A matter of choice (p. 9)

## PARA IV-V

-What is a possible synonym for "takeover"? And a possible one for "owns"?

## PARA VI

-"To market". Can you think of other English examples of words with more than one value (verb, nouns, adjectives..)??

## PARA VII

- What is the opposite of: "traditional"; "flexible"; "lower"; "quickly"; "survive"; "dominate"



# A matter of choice (p. 9) (Reading Comprehension)

## PARA VII

FIND THE OPPOSITES and the VALUE

traditional

flexible

lower

quickly

survive

dominate

untraditional

inflexible

higher

slowly

die

submit

Adj.

Adj.

Adj.

Adv.

Verb

Verb

# Prefixes

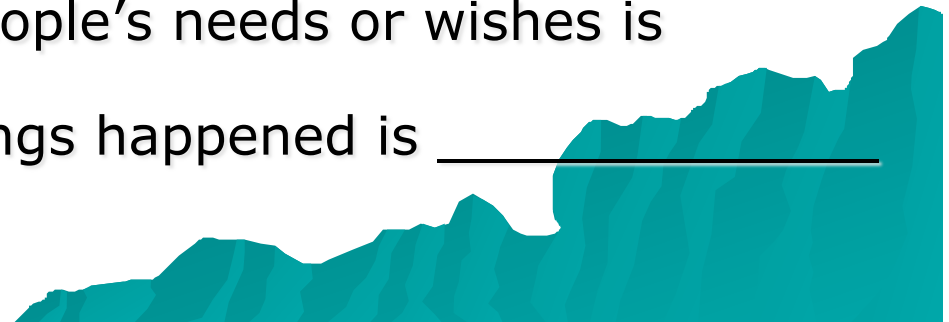
Add the following prefixes to the adjectives below to make words with the opposite meaning. Use a dictionary if necessary. Then add the words to the sentences

un-	in-	dis-	im-
1. Formal	4. polite	7. friendly	10. respectful
2. Satisfied	5. practical	8. efficient	11. patient
3. Honest	6. considerate	9. important	12. appropriate

Someone who is bad-mannered is impolite

Someone who ...

1. ... doesn't tell the truth is \_\_\_\_\_
2. ... wants to do things in a hurry and finish quickly  
\_\_\_\_\_
3. ... doesn't like other people and doesn't want to talk is  
\_\_\_\_\_
4. ... works slowly and doesn't do their job well is \_\_\_\_\_
5. ... doesn't think about other people's needs or wishes is  
\_\_\_\_\_
6. ... isn't happy with the way things happened is \_\_\_\_\_



# Prefixes

Add the following prefixes to the adjectives below to make words with the opposite meaning. Use a dictionary if necessary. Then add the words to the sentences

un-

1. Formal

2. Satisfied

3. Honest

in-

4. polite

5. practical

6. considerate

dis-

7. friendly

8. efficient

9. important

im-

10. respectful

11. patient

12. appropriate

Someone who is bad-mannered is impolite

Someone who ...

1. ... doesn't tell the truth is dishonest,

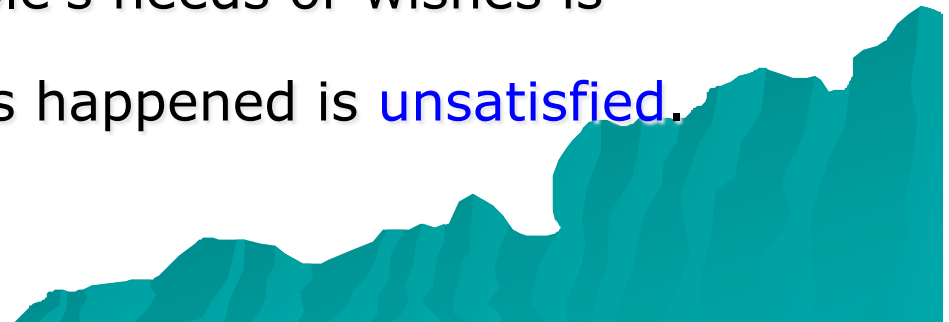
2. ... wants to do things in a hurry and finish quickly is impatient,

3. ... doesn't like other people and doesn't want to talk is unfriendly,

4. ... works slowly and doesn't do the job well is inefficient,

5. ... doesn't think about other people's needs or wishes is inconsiderate,

6. ... isn't happy with the way things happened is unsatisfied.



# Words with more than a value: pronunciation

## Noun

- ◆ Rècord
- ◆ Èxport
- ◆ Ìmport
- ◆ Concèrn
- ◆ Prògram

## VERB

- to recòrd
- to expòrt
- to impòrt
- to concèrn
- to progràm

# Phonetics

Match column A with column B

A

- firm
- merger
- company
- acquisition
- subsidiary
- enterprise
- shareholder

B

- /,ækwɪ'zɪʃn/
- /'kʌmpəni/
- /fɜ:m /fɜ:m/
- /ʃer'həʊldə(r)/ /  
ʃeə'həʊldə(r)/
- /səb'sɪdɪəri/
- /'entəpraɪz/
- /'mɜ:rdʒə /'mɜ:d-/

# Phonetics

Match column A with column B

- 4. Acquisition (A)
- 3. Company (B)
- 1. Firm (C)
- 7. Shareholder (D) (E)
- 5. Subsidiary (F)
- 6. Enterprise (G)
- 2. Merger (J)

- A. /,ækwɪ'zɪʃn/
- B. /'kʌmpəni/
- C. /fɜrm /fɜ:m/
- D. /ʃer'həʊldə(r)/ /
- E. /ʃeə'həʊldə(r)/
- F. /səb'sɪdɪəri/
- G. /'entəpraɪz/
- J. /'mɜrdʒə /'mɜ:d-/

# What words do you recognize?

- ◆ /'kʌmpəni/
- ◆ /ʃeə'həʊldə(r)/
- ◆ /'mɜːdʒə/
- ◆ /'strʌktʃə(r)/
- ◆ /rɪ'laɪəbl/
- ◆ /'kʌstmaɪz/
- ◆ /'haɪərəʊkɪ/
- ◆ /sək'ses/
- ◆ /'feɪljə(r)/
- ◆ /'bɪznɪs/
- ◆ /'gləʊbl/
- ◆ /'dʒaɪənt/
- ◆ /'stændə(r)daɪz/
- ◆ /'haɪərəʊkɪ/
- ◆ /bɜːə'rɒkrəsi/

# What words do you recognize?

<http://www.wordreference.com/>

- ◆ Company /'kʌmpəni/
- ◆ Shareholder /ʃeə'həʊldə(r)/
- ◆ Merge /'mɜːdʒə/
- ◆ Structure /'strʌktʃə(r)/
- ◆ Reliable /rɪ'laɪəbl/
- ◆ Castamise /'kʌstmaɪz/
- ◆ Hierarchy /'haɪərəʊki/
- ◆ Success /sək'ses/

# What words do you recognize?

<http://www.wordreference.com/>

- ◆ failure /'feɪljə(r)/
- ◆ Business /'bɪznɪs/
- ◆ Global /'gləʊbl/
- ◆ Giant /'dʒaɪənt/
- ◆ Standardise /'stændə(r)daɪz/
- ◆ Hierarchy /'haɪərɑ:kɪ/
- ◆ Bureaucracy /bjʊə'rɒkrəsi/
- ◆ Success /sək'ses/

# Glossary

## Unit 1 Companies

**asset** *n* [C] something belonging to an individual or business that has value or the power to earn money:  
*The company has recently sold some of its assets to an Australian investor.* **attivo, bene** **Collocations**  
*tangible assets, intangible assets, fixed assets, liquid assets*

**company** *n* [C] a legally registered business. **società** There are many different types of companies: **holding company** (holds the share capital of one or more other companies) **società finanziaria di controllo, holding joint stock company** (registered company or limited company) **società a responsabilità limitata public limited or listed company** **società per azioni quotate in borsa** (company whose shares are traded on the stock exchange) **subsidiary** (company owned by a parent company **società madre**) **filiale** **Synonyms** **corporation** *n* [C] *AmE* **società di capitali, corporation** **concern** *n* [C] **gruppo** **business** *n* [C] **azienda**

?

**competition** *n* [U] rivalry between businesses that are operating in the same market: *The competition is getting tougher every year.* **concorrenza** – **compete** *v* [I] **essere in concorrenza, competere** – **competitor** *n* [C] **concorrente, competitor** – **competitive** *adj* **concorrenziale, competitivo/a** – **competitiveness** *n* [U] **competitività** **Collocations** *competitive advantage*

**entrepreneur** *n* [C] someone who starts a company, arranges business deals and takes risks:  
*Entrepreneurs have always played a key role in the economy.* **imprenditore** – **entrepreneurial** *adj*  
**imprenditoriale** – **entrepreneurship** *n* [U] **imprenditorialità**

**freelance** *n* [C] **freelance, autonomo/a** someone who works for different companies and is not employed by one. Freelancers usually receive fixed payments and not a salary: *We're going to use a freelance designer for the company website.* – **freelancer** *n* [C] **professionista freelance** – **freelance** *adj* **freelance**

**hierarchy** *n* [C] system of authority within an organisation: **Many Swedish firms have very flat hierarchies.** **gerarchia** – **hierarchical** *adj* **gerarchico** **Collocations** *flat hierarchy, steep hierarchy, traditional hierarchy*



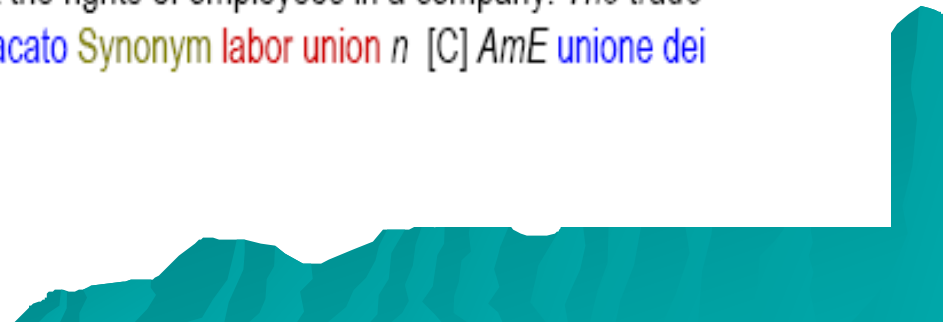
**merger** *n* [C] the creation of a new company by joining two separate companies: *The merger will have to be approved by the authorities.* **fusione** – **merge** *v* [I,T] **effettuare una fusione**



**share** *n* [C] a unit of the capital of a company. Shares in listed companies can be bought and sold on the stock market: *Investors are having to pay a higher price for the company's shares.* **azione** – **shareholder** *n* [C] **azionista** **stockholder** *n* [C] US **azionista** – **shareholding** *n* [C] **partecipazione azionaria** **Synonym** **stock** *n* [C] AmE **titoli** **Collocations** *share capital, share certificate, share dealing, share issue, share price*



**trade union** *n* [C] an organisation that exists to protect the rights of employees in a company: *The trade union is in pay negotiations with the employer.* **sindacato** **Synonym** **labor union** *n* [C] AmE **unione dei lavoratori**



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**Complete each sentence with one word from A and one from B.**

A business / start / market / set / top / business

B up / job / share / idea / up / plan

- 1 Their \_\_\_\_\_ is bigger than their competitors.
- 2 He has the \_\_\_\_\_ in the company.
- 3 A \_\_\_\_\_ - \_\_\_\_\_ is a new business.
- 4 Every entrepreneur begins with a good \_\_\_\_\_.
- 5 A new company \_\_\_\_\_ in our area and we went bankrupt.
- 6 To get money from the bank, you need to show them your \_\_\_\_\_.



**Complete each sentence with one word from A  
and one from B.**

**A business / start / market / set / top / business**

**B up / job / share / idea / up / plan**

- 1 Their **business plan** is bigger than their competitors.
- 2 He has the **top job** in the company.
- 3 A **start-up** is a new business.
- 4 Every entrepreneur begins with a good **market share**.
- 5 A new company **set up** in our area and we went bankrupt.
- 6 To get money from the bank, you need to show them your **business idea**.



## Underline the correct verb in brackets.

- 1 A successful company has to (make / do) a profit.
- 2 Can I introduce you to the man who (heads / tops) the company? This is our CEO...
- 3 I (pay / rent) an apartment in the city centre.
- 4 To grow, we need to (find / look) new opportunities in the market.
- 5 We have to increase production to (see / meet) demand.



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## Underline the correct verb in brackets.

6 I don't want to work for someone. I want to (have / be) my own boss.

7 We want to (bring / send) out a new type of smoothie next year.

8 Is it possible to (run / make) a business when you don't enjoy it?

9 To survive in business, your company cannot (be / stand) still.

10 I like to (play / have) fun at the weekend.



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**Complete each sentence with one word from A and one from B.**

**Group A:** flattened / online / family / stock / tangible / standardised / public / trade

**Group B:** products / union / hierarchy / assets / market / limited / business / company

1. Our company's \_\_\_\_\_  
\_\_\_\_\_ means we are less bureaucratic and we have many more middle managers than senior managers.

2. We're an \_\_\_\_\_  
\_\_\_\_\_ that sells its products over the internet.

3. Reports are coming in of a huge crash on the London \_\_\_\_\_

4. The last few years have seen us move away from manufacturing \_\_\_\_\_  
\_\_\_\_\_ to ones that are customised.

**Complete each sentence with one word from A and one from B.**

**Group A:** flattened / online / family / stock / tangible / standardised / public / trade

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1. Our company's flattened hierarchy means we are less bureaucratic and we have many more middle managers than senior managers.

2. We're an online company that sells its products over the internet.

3. Reports are coming in of a huge crash on the London stock market

4. The last few years have seen us move away from manufacturing standardised products to ones that are customised.



**Group A:** flattened / online / family / stock / standardised / public / tangible / trade

**Group B:** products / union / hierarchy / assets / market / limited / business / company

5. Not many of our employees are members of a

\_\_\_\_\_

anymore.

6. Dotcoms don't really need to have any

\_\_\_\_\_

like buildings or machinery.

7. They began as a partnership but became a

\_\_\_\_\_

company three years ago.

8. We're a \_\_\_\_\_

\_\_\_\_\_ with my father as Managing Director and myself and my brother managing the day-to-day running of the factory.



**Group A:** flattened / online / family / stock /  
standardised / public / tangible / trade

**Group B:** products / union / hierarchy / assets /  
market / limited / business / company

5. Not many of our employees are members of a  
**TRADE UNION** anymore.

6. Dotcoms don't really need to have any  
**TANGIBLE ASSETS** like buildings or machinery.

7. They began as a partnership but became a  
**PUBLIC LIMITED** company three years ago.

8. We're a **FAMILY BUSINESS** with my father as  
Managing Director and myself and my brother  
managing the day-to-day running of the factory.

**Underline the correct word in *italics*.**

I'm ultimately responsible *for / under / of* 15,000 employees worldwide.

He's in charge *for / to / of* the Eastern Division.

They report *for / to / of* me on a daily basis.

As head of finance, I have ten accountants working *to / under / of* me.

My job entails dealing *for / over / with* external auditors.

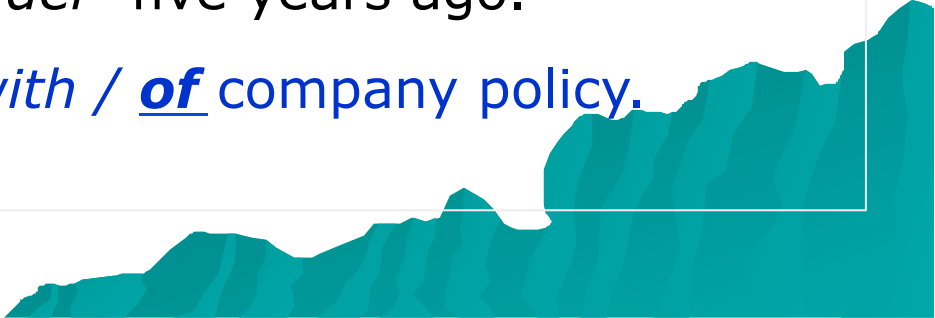
My boss likes to be involved *for / in / with* every decision.

I don't work *under / under / for* that company anymore.

The company was set *up / in / under* five years ago.

She oversees every aspect *for / with / of* company policy.

**Underline the correct word in italics.**

- 1 I'm ultimately responsible **for** / *under* / *of* 15,000 employees worldwide.
  - 2 He's in charge *for* / *to* / **of** the Eastern Division.
  - 3 They report *for* / **to** / *of* me on a daily basis.
  - 4 As head of finance, I have ten accountants working *to* / **under** / *of* me.
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  - 6 My boss likes to be involved *for* / **in** / *with* every decision.
  - 7 I don't work *under* / *under* / **for** that company anymore.
  - 8 The company was set **up** / *in* / *under* five years ago.
  - 9 She oversees every aspect *for* / *with* / **of** company policy.
- 


## MORE VOCABULARY ACTIVITIES

### Complete the sentences with these words.

operates / sells / provides / develops / designs / manufactures

- 1 Our retailer \_\_\_\_\_ the products.
- 2 Frogation creates, develops and \_\_\_\_\_ video games.
- 3 Citibank \_\_\_\_\_ banking services.
- 4 It \_\_\_\_\_ the products in the factory.
- 5 He designs and \_\_\_\_\_ software with a team at Microsoft.
- 6 General Electric \_\_\_\_\_ in more than 100 countries worldwide.

### Write the last three letters in each word.

- 1 This is my part\_\_\_\_\_ We started the company together.
  - 2 Can you call the software develo\_\_\_\_\_? There's another problem with this new software.
  - 3 He has a meeting with the sales representat\_\_\_\_\_ from our supplier.
  - 4 Picasso is my favourite art\_\_\_\_\_.
  - 5 I'm a project mana\_\_\_\_\_ for a mobile phone company.
- 

- 6 The four\_\_\_\_\_ of this company wants to sell it.
- 7 I love music and would love to be a famous music\_\_\_\_\_.
- 8 She's the company law\_\_\_\_\_. She checks all the contracts.
- 9 The head engin\_\_\_\_\_ is on the phone from the site.

## CAREER SKILLS

### **4 Underline the correct word in brackets.**

- 1 I work (to / as) a designer.
- 2 My main role is (to / for) sell our services.
- 3 What kind of company do you work (as / for)?
- 4 I'm responsible (for / as) managing projects.
- 5 What do you do (in / as) your job?



# MORE VOCABULARY ACTIVITIES

**Complete the sentences with these words.**

**operates / sells / provides / develops / designs / manufactures**

- 1 Our retailer **sells** the products.
- 2 Frognation creates, develops and **sells** video games.
- 3 Citibank **provides** banking services.
- 4 It **manufactures** the products in the factory.
- 5 He designs and **develops** software with a team at Microsoft.
- 6 General Electric **operates** in more than 100 countries worldwide.



# MORE VOCABULARY ACTIVITIES

**Write the last three letters in each word.**

1. This is my part~~ner~~ We started the company together.
2. Can you call the software develop~~ed~~? There's another problem with this new software.
3. He has a meeting with the sales representat~~ive~~ from our supplier.
4. Picasso is my favourite art~~ist~~.
5. I'm a project manag~~er~~ for a mobile phone company.
6. The found~~er~~ of this company wants to sell it.
7. I love music and would love to be a famous music~~ian~~.
8. She's the company law~~ier~~. She checks all the contracts.
9. The head engin~~eer~~ is on the phone from the site.

## CAREER SKILLS

### 4 Underline the correct word in brackets.

1. I work (to / **as**) a designer.
2. My main role is (**to** / for) sell our services.
3. What kind of company do you work (as / **for**)?
4. I'm responsible (**for** / as) managing projects.
5. What do you do (**in** / as) your job?



## Ex. 2 p. 8

# Impact on traditional companies

**P/N** Developments in technology: work done faster and possibly better by fewer people, but causes redundancies. Needs experts.

**N/P** Growth in consumer groups power: more widespread advertising, but could be forced to make unwanted/unprofitable changes.

**P/N** Expansion of e-business: wider customers base, promotion is cheap or free, but adequate systems must be set up.

# Impact on traditional companies

**P** Increase in share-holder power: keeps company on track, provides feedback both good and bad.

**N** Financial scandals: could ruin a reputable business, even if innocent, bad advertising

**P/N** Transfer of money/jobs to cheaper countries: will provide more profit, lower wages, but needs to keep eye on quality, to ensure staff are cared for, travel high expenses.

**P/N** Weakening trade unions: less chance of troublesome, But workers less content, more vulnerable to abuses.