

## An example of a business summary

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This example of a business summary illustrates the principles of effective summarising and guides you through the steps involved in writing a summary.

### Step 1

Read the instructions carefully: highlight what you have been asked to do.

Your teacher has asked you to prepare a summary of the article "Microsoft wants your card number". She has asked you to **describe what an e-wallet is (1), how it works (2) and what makes the Microsoft e-wallet so special (3)** when compared to other similar e-wallets. She also wants to know **where she can use it (4)** and **whether other companies are offering a similar service (5)**.

### Step 2

Read the passage carefully several times: decide what information is important. Exclude any other detail. Write next to each underlined part the number which corresponds to the tasks highlighted in step 1. Follow the examples given below.

Taken from *The Guardian*

## MICROSOFT WANTS YOUR CARD NUMBER

Jane Martinson in New York

- 1 Microsoft, the world's largest software producer, has launched a new "wallet" designed to aid online shopping.
- 2 The e-wallet allows shoppers to enter their personal and financial information just once to buy goods from a variety of shops.
- 5 Other groups such as America Online and IBM also offer wallets which store such information on an individual's personal computer, but Microsoft aims to store the information on a website which can be
- 3 accessed from any computer. Eventually such information could also be accessed from other devices, including mobile phones.

Microsoft says it has more than 50 retailers planning to use the e-wallet, including the Barnes and Noble bookstore, discount retailer Costco, Cheaptickets.com and Ashford.com, a luxury goods retailer.

Using the service will enable shoppers to buy goods from these sites after registering their name, address and credit card number with Microsoft.

Jupiter Communications, the research company, expects online shopping to reach up to \$6bn this Christmas, markedly up on last year.

The Microsoft service will be run as part of Passport, its online registration service, from which stored personal information can be transmitted to retailers. It is not yet clear how Microsoft aims to make money from the new service, although some analysts expect it to demand a percentage of each sale from retailers.

The Internet service provider AOL is understood to be considering ventures with several retailers to link up with its Quick Checkout wallet.

Hewlett-Packard, the computer group, yesterday made it clear that it wants to focus its energies on developing its Internet presence. Carly Fiorina, the recently appointed chief executive, said the company had joined forces with Nokia, the mobile phone company, to build a "cyber bazaar".