

Focus

Facebook facts

Company profile

Type of site: Social networking service

Founded: February 4, 2004

Headquarters: Menlo Park, California, U.S.A.

Area served: United States (2004–2005) Worldwide, except blocking countries (2005–present)

Founders: Mark Zuckerberg, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes

Key people: Mark Zuckerberg (Chairman and CEO), Sheryl Sandberg (COO)

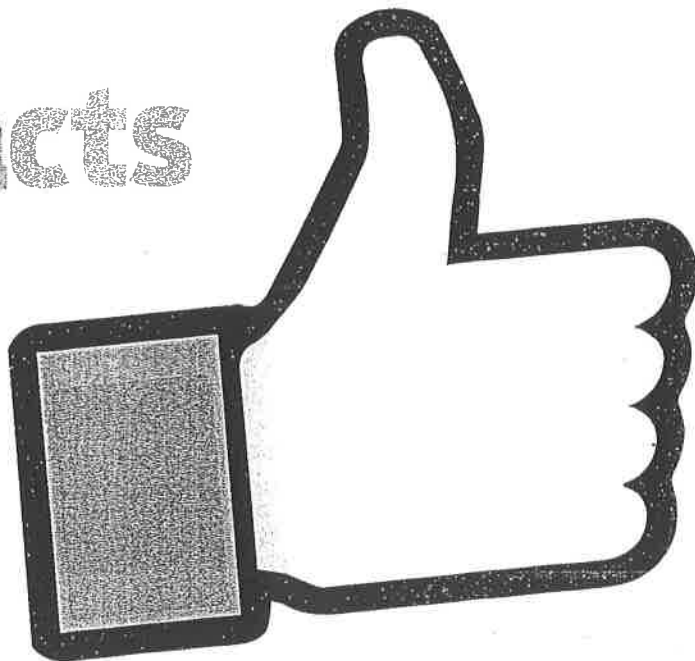
Revenue: US\$27.638 billion (2016)

Net income: US\$10.217 billion (2016)

Employees: 18,770 (March 31, 2017)

Subsidiaries: Instagram, Messenger, WhatsApp and Oculus VR

social networking internet sites such as twitter etc / **to found** to create, to set up / **headquarters (inv.)** central office / **area** region, zone, here country / **worldwide** all over the world / **chairman** president of a company / **CEO = Chief Executive Officer** / **COO = Chief Operating Officer**, director of operations / **revenue** income, turnover / **billion** thousand million / **net income** income after tax.



Facebook in numbers

- Worldwide, there are over **1.94 billion monthly active Facebook users** in March 2017 (Facebook MAUs), which is an 18% increase year on year.
- There were **1.15 billion mobile daily active users** (Mobile DAU) in December 2016, **an increase of 23% yearly**. (Source: Facebook as of 2/01/17)
- 1.28 billion people logged onto Facebook daily active users** (Facebook DAU) during the first quarter of 2017, which represents an **18% increase yearly**. (Source: Facebook as of 05/03/17). The implication: a huge and vastly growing number of Facebook users are active and consistent in their visits to the site.
- On average, the Like and Share Buttons are viewed across almost **10 million websites daily**. (Source: Facebook as of 10/2/2014)
- People aged **from 25 to 34 represent 29.7% of users** and are the most common age demographic.
- Five new profiles** are created every second. Facebook users are **76% female** (out of 100% of all females) and **66% male** (out of 100% of all males).
- The highest traffic occurs mid-week between **1 and 3 pm**. On Thursdays and Fridays, **engagement is 18% higher**.
- There are **83 million fake profiles**. (Source: CNN)
- Every 60 seconds on Facebook, **510,000 comments** are posted, **293,000 statuses** are updated, and **136,000 photos** are uploaded.

over more than / increase augmentation, rise / year on year each year / as of from / to log on(to) to connect to / quarter three-month period / implication here, consequence / huge enormous / vastly considerably / consistent regular / on average approximately, generally / to share here, to communicate/exchange with other people / to view to look at, consult / across here, over all of the / almost nearly / age demographic age range / to occur to happen, take place / mid- the middle of / engagement here, activity / fake false / to update to bring up to date, provide recent information / to upload to put online.



[illegible]

1.

- a firm (company, business, corporation):** entreprise, société
environmentally-friendly: écologique
marketing mix: plan de marketing
quality imperatives: objectifs de qualité
ratio: rapport
trend (tendency): tendance

2.

corporate citizen:
entreprise citoyenne

current issues:
problèmes d'actualité

developing countries:
pays en voie de développement

equal opportunity recruitment practices:
égalité des chances à l'embauche

fair labour practices:
conditions de travail justes / humaines
/ correctes

- 3.

know-how: savoir-faire
management: personnel d'encadrement
niche: créneau
perk: avantage en nature
staff: personnel
vocational training: formation professionnelle

1. What are the 4 Ps of the marketing mix?
2. What is a corporate-citizen company?
3. What is a "good" manager?

4 Organisation chart

1. Types of companies

The most common are:

a. Private limited/limited liability companies

- their names end in "Ltd",
- they have 2 to 50 employees,
- their shares are not quoted on the Stock Exchange.

b. Public limited companies

- their names end in "PLC" or "plc",
- they have 7 to X employees,
- their shares are quoted and traded on the Stock Exchange.

c. A company is organised into different departments

- it has a head office/headquarters,
- it can also have subsidiaries which report to the parent company,
- banks and fast-food chains are organised in branches.

2. The organisation chart

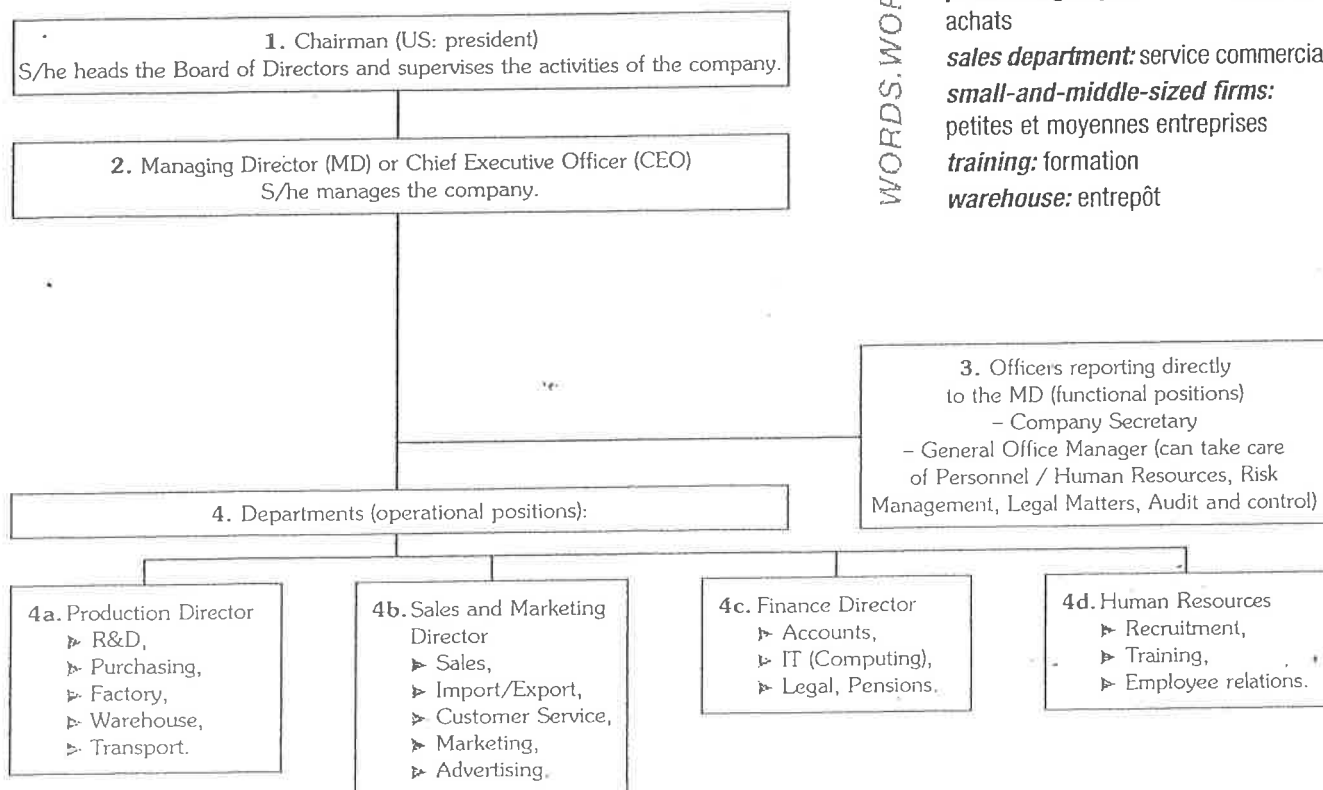
a. The organisation differs according to:

- the size of the company: large, corporation, small-and-middle-sized firm,
- its nationality: the hierarchy varies in different countries,
- its needs/goals: a company that does not work in foreign countries does not have an export department,
- the industry: foods, chemicals, high-tech, insurance, retailing, etc.

Here it is as complete as possible.

b. The chain of command

Top Management ► Middle Management ► Supervisory Management ► Operatives.



1.

branch: agence, succursale

department: service

head office/headquarters: siège social

organisation chart: organigramme

parent company: société mère

private limited company (Ltd):
société à responsabilité limitée (SARL)

public limited company (plc):
société anonyme (SA)

quoted: cotée

share: action

Stock Exchange: bourse

subsidiary: filiale

2.

accounts department: service comptabilité

chairman: président

chief executive officer(CEO):
directeur général

IT (information technology)

department: service informatique

managing director(MD): directeur général

officer: membre de la direction

pensions department: service des retraites

purchasing department: service des achats

sales department: service commercial

small-and-middle-sized firms:
petites et moyennes entreprises

training: formation

warehouse: entrepôt

2 Company structure

La structure de l'entreprise

NOUNS

accountant	comptable
advertising manager	chef de la publicité
board of directors	conseil d'administration
chairman/woman	président(e)
clerical staff	employés de bureau
department	service
director	administrateur
director of production	directeur de la production
entrepreneur	chef d'entreprise
factory	usine
financial director	directeur financier
foreman	contremaître
human resources	ressources humaines
junior executive	cadre moyen
management	direction/gestion
controller	contrôleur de gestion
managing director/	
chief executive	directeur général
marketing director	directeur du marketing
order	commande
partner	associé
personal assistant	assistant(e) de direction
personnel manager	chef du personnel
private secretary	secrétaire de direction
product manager	chef de fabrication
public relations officer	chef de relations publiques/humaines
purchasing manager	directeur des achats

research and development	R&D (recherche et développement)
sales executive	commercial
sales manager	directeur commercial
senior executive	cadre supérieur
shareholder	actionnaire
shopfloor (the)/	
worker(s)	ouvrier(s)
shopfloor/	
workshop	atelier
supervisor	agent de maîtrise
technical manager	chef des services techniques
training manager	responsable de formation
warehouse	entrepôt
warehouseman	magasinier
warehouse supervisor	chef magasinier
works manager	chef d'exploitation

VERBS

to be accountable	
to sb. for	être responsable de
to be in charge of	être (le) responsable
to be made up of	consister en
to be supported by	être soutenu par
to implement	mettre en œuvre/ exécuter
to include	comprendre/inclure
to involve	entraîner/impliquer
to run/to head	diriger

Exercice 1

Match the following words.

1. sales 2. personal 3. senior 4. board of 5. director of
a. human resources b. manager c. directors d. executive
e. assistant

Exercice 2

Use the organization chart to say who or what we are talking about.

- The person who counts and calculates the money.
- The place where the products are stored.
- The people who work in the factory.
- The head of the company.
- The person who is in charge of the warehouse.

Exercice 3

Find the odd man out and explain why.

- purchasing manager - production manager - shareholder - private secretary
- partner - advertising - foreman - accountant
- junior executive - managing director - shopfloor worker - supervisor
- director - involve - personnel manager - warehouseman
- marketing director - sales executives - R&D manager - sales manager

Exercice 4

Fill in the gaps with the following words, making the necessary changes.
company head board chart department programmer assistant
director implement sales charge executive term order

Most companies in Britain (corporations in the USA) are organised and managed in the same way. They are **run** by a Managing Director (Chief Executive Officer in the USA) who may also be Chairman of the **firm**. He represents the **firm** outside, coordinates the various departments' operations and policies, makes long **term** decisions or **those** of the Board of **directors**.

Firms have several **departments** laid out on an organization **chart**. Each department is staffed by a manager or director, senior and junior **managers**, a personal **assistant** or executive secretary and other clerical workers, many of whom will be computer **operators** or operators. The production department is in **charge** of the factory or workshop where goods are manufactured or assembled. The **Manager** is responsible for the company's sales force, the reps (representatives) who obtain the **orders**.

CORRIGES p. 89.

Practice

Form

Complete the dialogue using the verbs in brackets. See the example.

A: Where ¹ do you come (come) from?

B: I ² (come) from Finland.

A: What ³ (you/do)?

B: I'm a software engineer. I ⁴ (work) for Nokia.

A: And so where ⁵ (you/live)? In Helsinki?

B: No, well, I ⁶ (not/live) there permanently. I ⁷ (spend) the week there but every weekend I

⁸ (go) back to a small town called Turku –

that's where my wife ⁹ (come) from.

A: ¹⁰ (you/travel) to England often?

B: Yes, I ¹¹ (visit) two or three times a year.

EXERCISE 1

Permanent situations – company activities

Complete the information about the business activities of the Finnish company Nokia, using the verbs in the boxes. See the example.

NOKIA
CONNECTING PEOPLE

Originally a paper-making business, the Finnish company Nokia is now one of the world's largest mobile telecommunications companies. There are three main divisions – Nokia networks, Nokia Mobile Phones and Nokia Ventures Organization.

NOKIA Mobile phones

This division designs and ¹ manufactures mobile phones for over 130 countries worldwide. Its very wide product range ² the different needs of different customers; the simplest phones ³ customers to make voice calls, but others ⁴ video capability, Internet access and other advanced features.

allow manufacture meet provide

NOKIA Networks

Of course, phones ⁵ without a network, and this division ⁶ systems and infrastructure networks of all kinds. Nokia ⁷ closely with telecom operators and Internet service providers so that they can serve their customers better. The networks are modular, so they can start small and then develop as the customer base ⁸.

grow not/function offer work

NOKIA Ventures Organization

The Ventures Organization ⁹ at new business areas and opportunities for the future – even if there ¹⁰ to be a natural connection with the rest of the company. The organization also ¹¹ in new technology businesses and the US-based Innovent team ¹² inventors and entrepreneurs to develop their ideas.

help invest look not/seem

EXERCISE 6

Routines and frequency

Complete the dialogue by putting the verbs in brackets into the correct form. See the example.

- Brian: I need to speak to Gina about this new publicity brochure. ¹Do you know (you/know) where she is?
- Diana: She ² (not/work) on Fridays. She gave up her full-time job and now she ³ (work) part-time.
- Brian: Right. When ⁴ (she/come) to the office?
- Diana: Well, she ⁵ (come) in from Monday to Thursday, but she ⁶ (not/stay) all day. She usually ⁷ (start) at 9.00 and ⁸ (go) home at about 2.15.

EXERCISE 7

Scientific facts

Complete the passage using the verbs in the boxes. See the example.

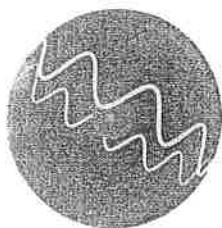


Hydrogen is the simplest and most common element in the universe, and ¹has a very high energy content per gram. As it is so lightweight, rockets and space shuttles ² hydrogen as a power source. Hydrogen rarely ³ alone as a gas because it is chemically active and usually ⁴ with other elements to form different compounds.

combine	have
stand	use

When an electric current ⁵ through water, the water ⁶ up into two gases – hydrogen and oxygen. When hydrogen ⁷, it ⁸ back into water.

burn	pass
split	turn



This process ⁹ pollution, and this ¹⁰ that hydrogen could be a useful fuel for the cars of the future. At the moment, it ¹¹ a lot of electricity to produce hydrogen from water, but some researchers ¹² that new production methods will be found.

believe	mean
not/cause	take



EXERCISE 8

Programmes and timetables

Complete the dialogue by putting the verbs in brackets into the correct form. See the example.

- Laura: Have you got the details of the Easyjet flight? What time ¹ does it arrive (it/arrive) at Nice?
- Claire: It ² (get) in at 10.05. Now there's also a later one that ³ (go) from Luton at 19.00 but it ⁴ (not/get) in until 22.05.
- Laura: That's a bit late. Did you check Eurostar?
- Claire: Yes, there's a train that ⁵ (leave) Waterloo at 8.27 and that ⁶ (reach) Lille at 11.29. Then you have to change trains, but there's no problem because the Nice train ⁷ (not/leave) until 12.17, so you have 45 minutes. Then it ⁸ (stop) at a few stations on the way and ⁹ (arrive) at Nice at 20.06.

Review 1

Language check

Present simple and continuous

Complete the sentences with the appropriate form of the present simple or continuous.

- 1 She is the director of a company which (manufacture) _____ biotech drugs.
- 2 Her day (start) _____ at 8 am.
- 3 She usually (not / finish) _____ until late in the evening.
- 4 Right now the company (look) _____ for a new CEO.
- 5 It (take) _____ longer than they thought it would.
- 6 They (know) _____ that choosing the right person is critical.
- 7 The company (go) _____ through a difficult time at the moment.
- 8 We (not / move) _____ into our new offices until next year.

Articles

Complete the text with either a definite or indefinite article or no article at all (Ø).

A 'Learn to Lead' seminar and workshop provides ² _____ senior management staff with ³ _____ excellent opportunity to learn and apply ⁴ _____ very latest leadership techniques: techniques that have been developed and tested in ⁵ _____ wide variety of challenging business environments and which have yielded ⁶ _____ exciting insights into business leadership.

Future forms

Complete the sentences with an appropriate future form.

- 1 The press launch (take) _____ place at 9:30 on Friday morning.
- 2 I've tried reconnecting the computer but I'm afraid it just (not / work) _____.

- 3 Jane has just told me that she (leave) _____ the company.
- 4 Can I help you with that? I (sort) _____ it out in no time.
- 5 We (have) _____ lunch at the Thai restaurant. Why don't you join us?
- 6 I don't care whose fault it is. I just want to know what you (do) _____ about it.
- 7 We (launch) _____ the new corporate identity on 27 May.
- 8 Leave it with us. We (get) _____ back to you as soon as we can.

Consolidation

Underline the correct forms of the words in *italics*.

PHILIPS

Philips, with almost \$30bn in annual sales, is one of ¹ Ø / the Europe's biggest corporations. It not only ² *is producing / produces* billions of light bulbs and lamps every year but it also ³ *is supplying / supplies* TV tubes to almost 20 per cent of ⁴ Ø / the world's TV manufacturers. But there is one thing the Philips consumer products group ⁵ *isn't doing / doesn't do*: and that's make ⁶ *a / the* profit. Gerard Kleisterlee, the newly appointed CEO, is about to change all that. Kleisterlee has introduced ⁷ *the / a* series of changes to streamline the way the company operates; centralising business processes, selling off unprofitable subsidiaries and focusing research on ⁸ Ø / the innovative new products. In the USA he ⁹ *delivers / is delivering* an ultimatum: either its consumer division ¹⁰ *starts / is starting* to make money or it ¹¹ *will / is going to* have to be closed. In Europe Philips ¹² *builds / is building* a new hi-tech HQ, which it hopes ¹³ *is going to / will* facilitate flexibility and networking. All of this will be essential if the company ¹⁴ *is going to / will* produce the results that its shareholders expect. But Kleisterlee is optimistic; he believes his vision of Philip's future ¹⁵ *will / is going to* guide the company back to profitability.

Completed actions

Complete the following passage by putting the verbs into the past simple. See the example.

THE ESTÉE LAUDER STORY

Estée Lauder was born Ester Mentzer in New York in 1908.

Her parents ¹ were (be) both immigrants, and she ² _____ (get) her first experience of business by helping in her father Max in his hardware shop.

But it was her uncle, John Schotz, who ³ _____ (introduce) Ester to the world of cosmetics. He was a chemist and ⁴ _____ (set) up a small laboratory behind the family home where he ⁵ _____ (make) face creams. Ester ⁶ _____ (sell) these creams door-to-door, at parties, clubs and lunches and ⁷ _____ (carry) on developing her business during the depression of the 1920s and 1930s. She ⁸ _____ (marry) Joseph Lauter on January 15 1930, and they ⁹ _____ (have) their first child, Leonard, in March 1933.

At the end of World War II, she ¹⁰ _____ (found) the company Estée Lauder Inc, and her big break

¹¹ _____ (come) in 1948, when the famous department store Saks in Fifth Avenue New York ¹² _____ (give) her some counter space. She ¹³ _____ (develop) a whole new style of selling, with in-store demonstrations and free samples, and new outlets soon ¹⁴ _____ (open).

As her company ¹⁵ _____ (grow), Estée ¹⁶ _____ (keep) a close eye on the business, ¹⁷ _____ (go) to every new store and often ¹⁸ _____ (train) the salesgirls herself. Over the next few decades, the company ¹⁹ _____ (bring) out a huge range of perfumes, make-up and toiletries. By the time her son Leonard ²⁰ _____ (take) over as CEO in 1982, the company was one of the biggest cosmetics companies in the world – and even today, it still accounts for almost 50% of cosmetics sales in American department stores.

EXERCISE 4

Time expressions with prepositions

Make questions from the prompts and complete each answer by using *in*, *on*, or *at*. See the example.

1 When/Estée Lauder/born? *When was Estée Lauder born?*
She was born *in* 1908.

2 When/she/marry Joseph Lauter? _____
She married him _____ January 15, 1930.

3 When/they/have/first child? _____
They had their first child _____ March 1933.

4 When/she/set up/company? _____
She set up the company _____ the end of World War II.

5 When/she/get /first big break? _____
She got her first big break _____ 1948.

6 When/Leonard/take over/CEO? _____
He took over as CEO _____ 1982.

EXERCISE 4

Negatives

Rewrite the sentences using the negative form of the present perfect, with *for* or *since*. See the example.

- 1 The last time I saw Mr Ng was in September.
I haven't seen Mr Ng since September.
- 2 The last time the company made a profit was three years ago.
- 3 The last time I had a pay rise was two years ago.
- 4 The last time we looked at their proposal was in July.
- 5 The last time we raised our prices in real terms was in 2002.
- 6 The last time we played golf together was three months ago.
- 7 The last time there was a fall in unemployment here was in 2001.
- 8 The last time I went on a sales trip abroad was in January.

EXERCISE 5

Completed actions over a period of time

Read the following article about recent developments in China. Put the verbs in brackets into the present perfect tense. See the example.

CHIPS IN CHINA

SINCE 1997, there ¹ *has been* (be) a high-tech revolution in China. The once struggling state-owned factories ² (become) mass producers of made-to-order chips. Enthusiasm for the new industry ³ (spread) across the country, and the government ⁴ (help) investors with special tax deals.

Some analysts are worried about investing so much in a single industry. Back in 2001, when there was a big slowdown in demand, many chip factories from Malaysia to South Korea sat unused and thousands of workers lost their jobs.



In spite of these fears, companies ⁵ (make) huge investments in China's new plants in the last year or two. Semiconductor Manufacturing International

⁶ (spend) \$1.5 billion on a factory in Shanghai, and Huaxia ⁷ (announce) a \$1.3 billion project in Beijing. Western companies ⁸ (join) in as well – Motorola ⁹ (build) a plant in the north-eastern city of Tianjin, and Intel and Fairchild ¹⁰ (add) new facilities to their existing plants.

Over the last few decades, China ¹¹ (transform) all sorts of global industries, from clothing to electrical goods and ¹² (drive) prices down around the world. Now, it looks like chips are going to follow this trend.

- 1 Which paragraphs use mainly the present perfect tense? and
- 2 What time periods are mentioned in these paragraphs? and
- 3 What finished time period is mentioned in paragraph two?

Past or Present Perfect Tense – Simple form

1. The weather _____ (be) awful in the past few days.
2. We _____ (wash) the dishes. They're clean now.
3. _____ (your course, start) yet?
4. Emma _____ (pack) her suitcase last night.
5. They _____ (close) the factory. – Really? When _____ (that happen) ?
6. Shall we play tennis? We _____ (not play) since we were children.
7. The airplane _____ (land) . The pilot is just getting out.
8. Prices _____ (go) up. Everything is more expensive this year.
9. I'm tired. We _____ (walk) 10 miles.
10. The Queen _____ (arrive) in an RAF helicopter last night.
11. How long _____ (Vicky, have) that camera? – For about a month.
12. We _____ (just come) back from our holidays.
13. Your parcel _____ (arrive). The postman _____ (bring) it two hours ago.
14. He _____ (be) at his computer for two hours.
15. We _____ (live) there for ten years but we _____ (be) in Birmingham for the last two.
16. We _____ (not have) a party for ages.
17. My sister's car is only a year old but she _____ (already crash) it.
18. Dinosaurs _____ (roam) the earth millions of years ago.
19. It _____ (not rain) yet today.
20. _____ (you see) last week's magazine? – It must be here somewhere.

Key words

there's no point, it's no use, it's no good,
it's not worth, have difficulty, be used to,
look forward to, object to

- after certain verbs
We've just finished **preparing** the new website.

Key words

admit, attempt, avoid, begin, consider,
continue, delay, dislike, enjoy, finish, go,
involve, keep, like, mention, miss, prefer,
postpone, practise, propose, recommend,
report, risk, start, stop, suggest

Infinitives have the following uses.

- after adjectives
The website is very **easy to use**.
It's important **to preserve** the community feeling.
- showing purpose
Some people quit jobs **to become** eBay traders.
- after certain verbs
Many rivals aim **to build** bigger websites.

Key words

afford, agree, aim, arrange, decide,
demand, expect, fail, hope, intend,
manage, need, offer, plan, prepare,
promise, refuse, train, want

- after certain verbs + object
We asked him **to present** the figures next week.

Key words

advise, allow, ask, cause, enable, expect,
help, invite, lead, permit, persuade, remind,
teach, tell, train, trust, urge, use, warn

Some verbs can be followed by either a gerund or an infinitive with no difference in meaning.

- I prefer **buying** CDs on the internet.
I prefer **to buy** CDs on the internet.

Some can be followed by either a gerund or an infinitive but with a difference in meaning.

- We **stopped selling** the old designs. (what is stopped?)
We **stopped to get** a coffee. (reason for stopping?)
I **remember seeing** it in the papers. (refers to past)
Remember to send the report. (refers to future)

Reported speech

Speech can be reported using the same words as the speaker used.

- with the same tense
He **says** he'll **send** an email to confirm the date.
- changing the tense (when reporting verb in past)
She **said** she'd **called** him several times.
He **said** they **were having** problems with email.
- with modal verbs (which never change form)
He **says** he **can finish** the report by Friday.

Speech can be reported by summarising what the speaker said rather than using the same words. (See infinitives opposite.)

- with certain reporting verbs + infinitive
He **refused to take** a laptop with him on the trip.
We **promised to cut** the amount of paperwork.
- with certain reporting verbs + object + infinitive
She **asked me to copy** you in on the report.
They **warned us not to open** any suspicious files.
- with certain reporting verbs + gerund
He **admitted reading** work emails on holiday.

Passives

Passives have the following uses.

- when the agent is unknown or unimportant
The stock **was delivered** to us this morning.
The shelves **haven't been upgraded** yet.
The tags **can be switched off** by a kill switch.
- systems and processes
The stock **is scanned** as it enters the warehouse.
The figures **are being finalised** at the moment.
- formal reports and notices
It **is recommended** that smart tags be introduced.
The issue **was raised** by the company's auditors.
- reporting unconfirmed information
The CEO **is said to be** in favour of smart tags.
They **are thought to be** cheaper than barcodes.