14

The future of business

If I had asked people what they wanted, they would have said faster horses.

Henry Ford (1863–1947)

OVERVIEW

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Starting up

- The business world has changed dramatically in recent times. Which of the following do you think could happen in the next 50 years? Explain why.
 - 1 People will have more leisure time.
 - 2 Few people will have full time jobs.
 - 3 There will be cities of 100 million people.
 - 4 There will be a world stock market.
 - 5 Cash won't be used any more.
 - 6 People will live and work in space.
 - 7 Trade unions will disappear.
 - 8 There will be no retirement age.
 - 9 Countries will be run by big businesses rather than governments.
 - 10 Fresh water will be more valuable than oil.
- What other changes do you think are likely?
- How do you think your career will develop in the future?
- How optimistic are you about the future of business in your own country? Explain your answer.

Listening The future



▲ Tamar Kasriel

14.1 Tamar Kasriel, Head of Knowledge Venturing at the Henley Centre, is talking about business opportunities in the future. Listen to the first part of the interview and complete the chart below.

New business opportunities

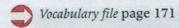
Expanding business sectors

- Areas where companies are very, for example, the growth of in Europe and the United States.
- \bigcirc 14.2 Listen to the second part of the interview and answer these questions.
 - 1 What is Tamar Kasriel's opinion about technology and efficiency?
 - 2 a) How did companies try to become more efficient in the 1980s?
 - b) How will they try to be more efficient in the future?

Vocabulary Describing the future

Complete the expressions below with words from the box.

art date (2) edge fashioned ti	me forward minute past times			
1 up-to- date	6 the way			
2 a thing of the				
3 ahead of its	8 up to the			
4 old	9 at the cutting			
5 state-of-the-	10 behind the			



- Use some of the expressions above to comment on products or companies that you are familiar with. For example, Using cash could become a thing of the past.
- The adjectives in the box can be used to talk about the future. Use them to complete the table below.

bleak bright brilliant depressing dire doubtful dreadful great magnificent marvellous promising prosperous rosy terrible uncertain worrying

very bad	BIN O	bad	i H ab	good	100	very good
bleak						

Discuss the short- and long-term futures for some key industries in your country. Combine adjectives from the table with words like: possibly, potentially, probably, certainly, undoubtedly. For example, The future for shipbuilding is potentially very bright.