

## The future of business

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

Henry Ford (1863–1947),  
US Industrialist

## OVERVIEW ▼

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The future of business
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- ☐ **Case study**  
Yedo Department Stores



## Starting up

- A** 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.
- B** What other changes do you think are likely?
- C** How do you think your career will develop in the future?
- D** How optimistic are you about the future of business in your own country? Explain your answer.



## Listening

## The future of business



▲ Tamar Kasriel

- A** 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

- 1 A development in ..... and in .....
- 2 Targeting a particular ..... of ....., for example, older people who are going to be an important ..... of the market.

## Expanding business sectors

- 1 Areas where companies are very ....., for example, the growth of ..... in Europe and the United States.
- 2 Companies where they can ..... a ..... and offer something a bit special.

- B** 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

- A** Complete the expressions below with words from the box.

art date (2) edge fashioned time forward minute past times

- 1 up-to- date .....
- 2 a thing of the .....
- 3 ahead of its .....
- 4 old- .....
- 5 state-of-the- .....
- 6 the way .....
- 7 out of .....
- 8 up to the .....
- 9 at the cutting .....
- 10 behind the .....

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- B** 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.*
- C** 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	bad	good	very good
bleak			

- D** 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.*