

UNIT 9

For over a century

▼ AGENDA

- ▶ Present Perfect Simple and Continuous, *since* and *for*
- ▶ Business headlines file. Word families and collocation
- ▶ Changing China
- ▶ Offers and requests

Language focus

- 1 How much do you know about the history of your company/organization/institution?

Do you know

- how old it is?
- who founded it?
- what its first product/service was?
- in what ways it has changed or developed since it began?

- 2 The pictures show products of some of the oldest companies in the world. In pairs, try to complete the sentences about the companies with the figures in the box.

a 1472 b 1665 c 850 d 1000 e 500

- 1 The Château de Goulaine has been in the same family since the year _____.
- 2 Barone Ricasoli has been producing wine for more than _____ years.
- 3 The Banca Monte dei Paschi di Siena was founded in _____.
- 4 Beretta has been making guns for nearly _____ years.
- 5 Saint-Gobain's first project was the glass for the famous Hall of Mirrors in Versailles in _____.



- 3 9.1 Listen to an interview with Oliver Gore, the author of a book called *For Over a Century*. Check your answers in 2.

- 4 Work in pairs. Say what you remember about

- 1 Oliver Gore's books.
- 2 some of the oldest companies in the world.
- 3 James Bond.
- 4 the Louvre Pyramid and the windscreens of the Shinkansen train.

- 5 9.1 Listen to the interview again. Check your answers in 4.

Present Perfect Simple and Present Perfect Continuous

Read the examples and grammar rules.

Present Perfect Simple

- You've written a lot of books about the business world.
- Saint-Gobain has developed hundreds of products in its long history.
- Use the Present Perfect Simple for past activities and situations in a time up to the present.



You've written a lot of books about the business world.

Past

Now

- Some famous banks have been in the same family for generations.
- Some wine producers have had the same vineyards for hundreds of years.
- Use the Present Perfect Simple for a situation which began in the past and continues up to the present.

She's been a doctor for 10 years.

Past

Now

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Present Perfect Continuous

- Saint-Gobain has been making glass since 1665.
- Barone Ricasoli has been producing wine for more than 850 years.
- How long has Beretta been making guns?
- To make the Present Perfect Continuous, use *has/have + been + -ing* form of the verb.
- Use the Present Perfect Continuous for an activity that began in the past and continues up to the present.



Saint-Gobain has been making glass since 1665.

Past

Now

Read the examples and complete the grammar rule.

- Exports have grown by 8% this financial year.
- The company's export market has been growing since the beginning of this year.

Write the Present Perfect Simple or the Present Perfect Continuous.

- Use _____ to focus on an activity which is not finished and _____ to focus on the result or completion of an activity.

Pocket Book p. 14

since and for

Read the examples and complete the grammar rule.

- The Banca Monte dei Paschi di Siena has been in the banking business since 1472.
- The Beretta family has been making guns for nearly five hundred years.

Write *since* or *for*.

- Use _____ with a point of time and _____ with a period of time.

since 2003

since last month

since Monday



Past

Now

for a long time

for 2 years

for 2 weeks

Pocket Book p. 16

Practice 1 Write *since* or *for* with these time expressions.

- | | |
|-----------------------|-----------------------------|
| 1 _____ nine o'clock | 6 _____ centuries |
| 2 _____ a week | 7 _____ 20 January |
| 3 _____ yesterday | 8 _____ a long time |
| 4 _____ last Saturday | 9 _____ 2001 |
| 5 _____ three hours | 10 _____ he left university |

2 Underline the correct verb form.

- Some companies *are*/*have been* family businesses for hundreds of years.
- How long *have you had*/*have you been having* your company?
- Some families *are making*/*have been making* the same product since their company was founded.
- They *have produced*/*have been producing* 50,000 bottles of wine this year.
- How long *is the company*/*has the company been* in business?

- 3 Work in pairs. Complete the questions about the interview with Oliver Gore. Look at Listening script 9.1 on p. 132 to help you.

- 1 What _____?
He's written a lot of books about the business world.
- 2 How long _____?
It's been the same family since the year 1000.
- 3 How long _____?
It's been producing wine for more than 850 years.
- 4 How long _____?
It's been making guns since 1526.
- 5 What _____ in its long history?
It's developed hundreds of products.

- 4 Complete these extracts from Oliver Gore's book, *For Over a Century*. Use the verbs in the boxes.

has created
has built

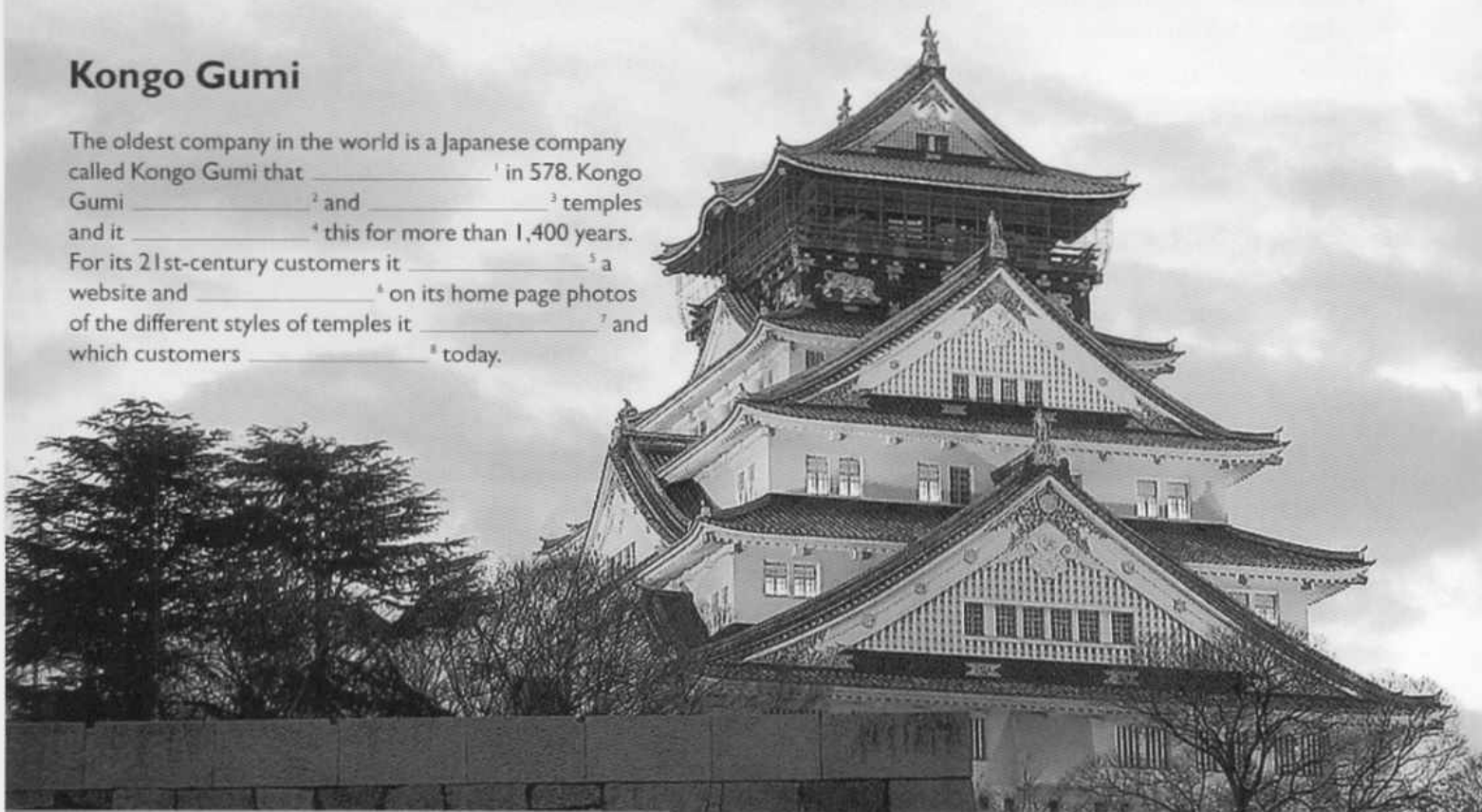
has been doing
repairs

builds
was founded

can order
has included

Kongo Gumi

The oldest company in the world is a Japanese company called Kongo Gumi that _____¹ in 578. Kongo Gumi _____² and _____³ temples and it _____⁴ this for more than 1,400 years. For its 21st-century customers it _____⁵ a website and _____⁶ on its home page photos of the different styles of temples it _____⁷ and which customers _____⁸ today.



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wanted cost has been extending has established made

Kodak

Kodak _____⁹ cameras since 1888. Its founder, the American George Eastman, _____¹⁰ to make photography available to the greatest number of people at the lowest cost. His business _____¹¹ rapidly in the early years and large-scale production _____¹² this possible. In 1900 the first Brownie camera _____¹³ only \$1 and there _____¹⁴ a huge expansion in the market. In the last 100 years Kodak _____¹⁵ its operations worldwide and _____¹⁶ manufacturing facilities in Canada, Mexico, Brazil, the UK, France, Germany, and Australia. This growth _____¹⁷ Kodak one the 25 largest companies in the United States.



- 5 Look at the verbs in the Present Perfect Simple and Continuous in the texts in 4. Which verbs refer to
 - a a past activity in a time up to the present?
 - b an activity which began in the past and continues up to the present?
- 6 Work in pairs. Prepare questions for an interview with another student. You want to find out
 - where they live. (house/flat, town/suburbs/country)
 - how long they've been living there.
 - where they work. (company, organization)
 - what job they do.
 - how long they've had their job.
 - how many jobs they've had until now.
 - if they make business trips.
 - how many business trips they've made this year.
 - what sports/leisure interests they have.
 - how long they've been doing them.
- 7 Work with a different partner. Ask your partner questions. Answer your partner's questions.
- 8 Write three things about your partner on a piece of paper. Do not write his/her name. Give your teacher the piece of paper.

Example *X has been living in (Milan) for ten years.*
X has made two business trips this year.
X has been playing tennis for five years.
- 9 Your teacher will give you another student's piece of paper. Read the sentences to the class. Which of your colleagues do you think they describe?

**Property developer wins
\$20 million contract**

**Finance Minister
forecasts 2% growth
in economy**

**Rapid industrialization
changes the face of China**

**Government promises to
invest more in public services**

**Car makers cut prices as
competition grows**

**PRODUCTION STOPPED
AS STRIKE CONTINUES**

**Rise in employment
good news for government**

**Top industrialists unhappy
with latest government plan**

**Consumers buy more
goods on credit**

1 Work in pairs. Read the headlines. Answer the questions below. Use a dictionary if necessary.

- 1 Why is it a good time to buy a new car?
- 2 Are people spending more money than they have?
- 3 Is unemployment going up?
- 4 Is the economic forecast good or bad?
- 5 Why has production stopped?
- 6 Find words in the headlines which mean
 - a put money into
 - b says in advance what will happen
 - c people who manage large industrial companies
 - d people who buy goods
 - e time when employees refuse to work
 - f process of developing industries in an area
 - g opposite of *loses*



2 Complete the table. Some of the missing words are in the headlines. If necessary, use a dictionary.

Verb	Noun (activity, thing)	Noun (person)
_____	development	_____
_____	_____	employer
_____	_____	investor
manage	_____	_____
compete	_____	competitor
_____	consumption	_____
_____	product/_____	_____
_____	_____/economics	economist
industrialize	industry/_____	_____

Pronunciation

1 9.2 Listen to the examples. Notice the different stress patterns.

a • • • b • • • c • • • •

a employer b industry c development

2 Work in pairs. Put the words in the box in the correct column.

management	develop	industrial	producer
company	investment	economy	consumption
competitor	government		

a • • •	b • • •	c • • • •

3 9.3 Listen and check your answers.

4 9.3 Listen again and repeat the words twice quietly to yourself.

5 Look at the words in the list. Mark the stress pattern a, b, or c.

consumer _____	manager _____
customer _____	production _____
economize _____	employment _____
developer _____	economist _____

6 Work in pairs. Practise saying the words in 5.

3 Match words from A and B to make collocations (words which we often use together). For some of the words, there is more than one possible combination.

Examples *consumer society*
mass production

A	B
consumer	skills
management	society
free-market	development
developing	goods
developed	production
industrialized	market
industrial	economy
mass	countries

4 Work in pairs. Write two business headlines for a newspaper. Use words from 1, 2, and 3.

5 Give your headlines to another pair of students. Read the headlines you receive. Decide what the articles will be about. Write the first sentence of each article.

6 Read your headlines and first sentences to the class.

Changing China

- 1 Work in groups. Do you think these statements about China are true or false? Give your opinion. Write T (true) or F (false) under 'My opinion'.

	My opinion	What the article says
1 Today China has a free-market economy.	_____	_____
2 Its population is almost one billion.	_____	_____
3 In 2001, foreign companies invested the same amount of money in China and Africa.	_____	_____
4 Most Chinese people are in favour of modernization.	_____	_____
5 Average income has increased by almost 50% in the last decade.	_____	_____
6 The world's top ten car makers are thinking about investing in China.	_____	_____
7 China's rapid industrial development has brought pollution problems.	_____	_____

- 2 Read the article *The world's fastest-growing economy*. Write T (true) or F (false) under 'What the article says' in 1.

The world's fastest-growing economy

In less than three decades there have been enormous economic and social changes in China. Until 1978 industrial production was under the control of the communist state. Today the state controls less than a quarter of industrial production and China has a free-market economy. In recent years its economy has been growing faster than any other major country and is now the sixth largest economy in the world.

More and more foreign companies have been investing in China, attracted by its market of 1.3 billion people and its very competitive low-cost labour force. In 2001 China received \$47 billion in foreign investment, four times more than the whole of Africa, and in 2002 more than half of China's exports were from foreign firms.

China's major cities, too, have changed dramatically. Huge new office blocks, hotels, and shopping malls have appeared where before there were traditional Chinese houses and markets. In Beijing and other big cities, many areas of great cultural and historical interest have disappeared, but most Chinese are in favour of modernization and very happy with their 21st-century cities of glass and steel.

Consumer goods are everywhere, and millions of Chinese can now afford them because average income has more than doubled in the last decade. In cities many people now have not only a TV, washing machine, video, and mobile phone, but also a car and an apartment.

Since 2002, when there were only sixteen million cars in China, car sales have been rising rapidly and the world's top ten global car makers have set up joint ventures with Chinese car manufacturers.

But, as in every industrialized country, rapid industrial development has brought many problems, especially pollution. As industrialization continues and huge numbers of people enjoy western standards of living for the first time, the worry is that the impact on the environment may also be huge.

3 Read the article again. Find the words and phrases that mean

- 1 putting money into
- 2 total number of workers
- 3 changed very much
- 4 covered areas with many shops
- 5 have enough money to buy
- 6 business activities where two organizations work together
- 7 effect
- 8 the natural world

4 What do these numbers and phrases from the article refer to?

- 1 sixth largest
- 2 1.3 billion
- 3 \$47 billion
- 4 more than doubled
- 5 sixteen million
- 6 top ten

5 Work in groups. Discuss the questions and give reasons for your answers.

- 1 Do you think China will become the largest economy in the world?
- 2 Have you visited, or would you like to visit, China for a holiday?
- 3 Would you like to live and work in China for a year or more?
- 4 What impact do you think China's industrialization will have on the environment?





- 1 9.4 Listen to a conversation between Duncan Ross and his secretary, Carol. Write down what Duncan wants Carol to do.
- Book flight _____
- Book hotel _____
- Get information about _____
- 2 9.5 Listen to another conversation between Duncan and Carol later the same day. Answer the questions.
- 1 How does Duncan want to travel back to London?
 - 2 Why doesn't he need a hotel in Bordeaux?
- 3 9.4, 9.5 Listen to the two conversations again and tick (✓) the phrases you hear.

Requesting

Can you ...?

Could you ...?

Do you mind ... (+ -ing)?

Would you mind ... (+ -ing)?

Would you ...?

Do you think you could ...?

Offering

Shall I ...?

Do you want me to ...?

If you like, I can ...

Would you like me to ...?

Agreeing

Yes, of course.

Yes, certainly.

Not at all.

No, of course not.

Refusing

I'm sorry, but that's not possible.

I'm afraid not.

Accepting

Yes, please.

Thank you.

That's very kind of you.

Thank you. I'd appreciate that.

Declining

Thanks, but please don't bother.

Thanks, but that won't be necessary.

That's very kind of you, but ...

4 Work in pairs.

Student A Student B is visiting your company. Practise making, accepting, and declining offers in these situations. Add two more situations.

Student B You are a visitor to Student A's company. Practise making, accepting, and declining offers in these situations. Add two more situations.

Student A

Offer

- 1 to carry Student B's suitcase.
- 2 to get him/her a drink.
- 3 to show Student B round your company.
- 4 to explain the programme you've arranged.
- 5 to accompany Student B to his/her hotel.
- 6 to order a taxi to his/her hotel.
- 7 _____
- 8 _____

Student B

- Decline.
Accept.
Accept.
Accept.
Decline.
Decline.

Now change roles.

5 Work in pairs. Practise making and responding to requests. Add two more requests.

Student A

Ask Student B

- 1 to lend you his/her newspaper.
- 2 to look after a visitor tomorrow.
- 3 to give you next year's budget.
- 4 _____

Student B

- Agree.
Refuse (you are out all day).
Agree.

Student B

Ask Student A

- 5 to give you a lift to the station.
- 6 to show you how some new software works.
- 7 to lend you a calculator.
- 8 _____

Student A

- Agree.
Refuse (you don't understand it yourself).
Agree.

6 Work in pairs. Practise making offers and requests for these situations. Add more situations.

- 1 Offer to show a visitor round your city.
- 2 Offer to explain the menu in a restaurant to a foreign guest.
- 3 Ask a friend to lend you some money.
- 4 Ask a colleague for some advice.
- 5 Offer to book a hotel room for a visitor.
- 6 Ask a colleague to help you write a report.
- 7 Offer to take a visitor out to lunch.
- 8 Offer to help a colleague prepare a presentation.
- 9 Ask a friend to pick you up at the airport.

