

UNIT 9

Language focus

1 Present Perfect Simple and Past Simple

Complete the magazine article. Use the Past Simple or the Present Perfect Simple form of the verbs in brackets.



A Firm in Full Flower

The Story of **Fresh Bouquets**



Fresh Bouquets is a small company, but in the last few years it *has become* ¹ (become) a big success story. Entrepreneurs Graham Hodson and Shaun Caulfield ² (found) the company in 1991. Since then, they ³ (develop) a very good market for last-minute gifts of flowers. In the last four years, they ⁴ (increase) sales by over 100% per year, from £740,000 to £6.4 million.

At first, Fresh Bouquets ⁵ (grow) its own supplies of flowers at its base in south-east England. Soon, the company ⁶ (need) to import flowers from other countries, such as Turkey and Kenya.

Their first big problem ⁷ (be) the short life of cut flowers, and this ⁸ (remain) the biggest challenge up to the present time. Every day, flowers travel perhaps thousands of kilometres and have to reach the company's 4,500 customers – mainly petrol stations and supermarkets – in top condition. So, several years ago, the company ⁹ (decide) to spend £500,000 a year on information technology for its distribution system. It ¹⁰ (continue) to invest this amount each year since then.

However, all the hard work and investment ¹¹ (produce) great results. At the beginning of this year, Fresh Bouquets ¹² (appear) at number 27 in the list of Britain's 100 fastest-growing companies.

2 Present Perfect Simple and Present Perfect Continuous

Read the magazine article. Underline the correct verb forms.

The island of Murano is the glass-making capital of Venice. Skilled craftsmen *have made / have been making*¹ glass there since the thirteenth century. The Gabino family *has had / has been having*² a family-run business on Murano for about 300 years. The business *has developed / has been developing*³ many different glass products in its long history. For the past 50 years, it *has produced / has been producing*⁴ glass beads, the famous 'perles di Venezia' (Venetian



pearls). Making the beads is a very skilled job. Aldo Gabino *has learned / has been learning*⁵ the art of bead-making for five years. He *has designed / has been designing*⁶ a number of fine pieces of jewellery during this time. He *has shown / has been showing*⁷ these at several important exhibitions in Venice. For the past few weeks, Aldo *has worked / has been working*⁸ on a collection of jewellery based on traditional designs. He hopes these will be ready for the famous Venice Carnival in February.

3 Present Perfect Simple and Present Perfect Continuous

Read the situations. Use the words in brackets to write one sentence using the Present Perfect Simple and one sentence using the Present Perfect Continuous.

- Alain is at his computer. He has to produce five sales reports this afternoon.
 - He has been writing reports since 1 p.m.*
(write reports since 1 p.m.)
 - _____ (write two reports so far)
- Stefan often gives presentations for his company. He is at a sales conference today.
 - _____ (speak for 45 minutes)
 - _____ (give three presentations this week)
- Maria uses English in her work and sometimes makes business trips to the UK.
 - _____ (learn English for five years)
 - _____ (visit the UK twice this year)
- Louise is visiting customers today. She has to see ten customers.
 - _____ (drive round town all morning)
 - _____ (see four customers so far)
- Pablo is a marketing manager for a wine-making company.
 - _____ (work in the wine industry since he left college)
 - _____ (work for three different companies since he left college)

4 Time expressions: general

Complete the interview with Masako Coxeter, a Japanese interpreter living in the UK. Use *for*, *since*, *in*, or *at*.



INTERVIEWER Have you been living in the UK for ¹ a long time?

MASAKO I moved from Tokyo with my husband since ² 1992, so, yes, I've been here in ³ a number of years.

INTERVIEWER What have you been doing since ⁴ you moved to the UK?

MASAKO I worked for a translation agency in London until 1999.

INTERVIEWER What have you been doing since ⁵ then?

MASAKO I've been running my own translation business. I've also been interpreting for Japanese scientists for ⁶ the last two years.

INTERVIEWER Do you ever go back to Japan?

MASAKO Yes, I do. I like to be with my parents in Japan in ⁷ New Year. I sometimes go again in ⁸ the spring, too. The weather is very nice at ⁹ that time of year.

5 Time expressions: *for* and *since*

Look at the calendar. Today's date is 30 August. Change the sentences to give the same meaning. Use the words in brackets.

January	February	March	April	May	June	July	August	September	October	November	December
1	1	1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10	10
11	11	11	11	11	11	11	11	11	11	11	11
12	12	12	12	12	12	12	12	12	12	12	12
13	13	13	13	13	13	13	13	13	13	13	13
14	14	14	14	14	14	14	14	14	14	14	14
15	15	15	15	15	15	15	15	15	15	15	15
16	16	16	16	16	16	16	16	16	16	16	16
17	17	17	17	17	17	17	17	17	17	17	17
18	18	18	18	18	18	18	18	18	18	18	18
19	19	19	19	19	19	19	19	19	19	19	19
20	20	20	20	20	20	20	20	20	20	20	20
21	21	21	21	21	21	21	21	21	21	21	21
22	22	22	22	22	22	22	22	22	22	22	22
23	23	23	23	23	23	23	23	23	23	23	23
24	24	24	24	24	24	24	24	24	24	24	24
25	25	25	25	25	25	25	25	25	25	25	25
26	26	26	26	26	26	26	26	26	26	26	26
27	27	27	27	27	27	27	27	27	27	27	27
28	28	28	28	28	28	28	28	28	28	28	28
29	29	29	29	29	29	29	29	29	29	29	29
30	30	30	30	30	30	30	30	30	30	30	30
31		31		31		31	31		31		31

1 Sales have been rising since the end of April. (*for*)

Sales have been rising for four months.

2 Susan has been travelling for ten days. (*since*)

Susan has been travelling since ten days ago.

3 Silvie and Tomas have been business partners since August 1999. (*for*)

Silvie and Tomas have been business partners for ten months.

4 Blanca-Maria has been working in Poland for six months. (*since*)

Blanca-Maria has been working in Poland since six months ago.

5 James has been away since 25 August. (*for*)


James has been away for five days.

6 Time expressions: *for* and *since*

Complete the sentences to make true statements about yourself.

- 1 I have been living in _____
for _____.
- 2 I have been learning _____
since _____.
- 3 I have been interested in _____
for _____.
- 4 I have been going to _____
since _____.
- 5 I have been trying to _____
for _____.
- 6 I have been trying not to _____
since _____.

7 Practice drills: Present Perfect Continuous

 **9.1, 9.2** Follow the instructions on the Student's CD/Cassette. If necessary, refer to the Listening scripts on pp.85, 86.



Pocket Book pp. 13, 14, 16


Wordpower

Word families

- 1 Complete the table of word families.

Verb	Noun	
	(activity, thing)	(person)
_____	competition	_____
consume	_____	_____
_____	_____	developer
_____	_____	distributor
_____	_____	economist
_____	industry	_____
invest	_____	_____
operate	_____	_____
_____	_____	organizer
translate	_____	_____

Pronunciation Word stress


 **9.3** Listen to the examples. Notice the different stress patterns.

• • •	• • •	• • • •
importer	company	competitor

Put the words in the box in the correct column.

development	industry	organize
distributor	investment	production
industrial	operate	translator

• • •	• • •	• • • •
_____	_____	_____
_____	_____	_____
_____	_____	_____

 **9.3** Listen and repeat the words.

Collocations

2 Complete the collocations. Use the words in the box.

countries	goods	management
free market	industrial	mass

- | | |
|------------------------------|---------------------|
| 1 <i>free-market</i> economy | 4 _____ development |
| 2 developing _____ | 5 consumer _____ |
| 3 _____ skills | 6 _____ production |

3 Complete the sentences. Use the collocations in **2**.

- Last year saw a 10 per cent rise in the sale of _____ – the biggest rise was in electrical items for the home.
- New business graduates entering the company have to take a course on _____, so that they can learn how to run a big organization successfully.
- The price of goods and services is not controlled by the government in a _____, so prices rise and fall depending on supply and demand.
- Water shortages and diseases are still very big problems in _____ trying to improve their economic situation and the health of their people.
- There has been a lot of _____ in recent years – several factories have been opened on a new site to the north of the city.
- Many companies continue to use a system of _____ so that they can make large numbers of goods and sell them at a cheaper price to the public.

Offers and requests

Helen is getting ready for her trip to Chicago. Complete the two conversations. Use the phrases in the box.

Shall I drive you
would you like me to call
if you like, I could
could you
Would you mind

Would you be able to meet me
I'm sorry, but that's not possible.
Yes, of course.
Thank you. I'd appreciate that.
That's very kind of you, but

Conversation 1

- HELEN I have to check in for my flight to Chicago in an hour, so _____ 1
print out this report and distribute it? I don't have time.
- TONY Yes, certainly. _____ 2 to the airport?
- HELEN _____ 3
it's more important for you to be here.
- TONY Well, _____ 4 a taxi?
- HELEN _____ 5
Could we say ten minutes from now?



Conversation 2

- HELEN Hi, Sandra. I'm arriving in Chicago at 16.45 local time. _____ 6
at the airport? Then we could talk on the way to the hotel.
- SANDRA _____ 7
I have an important meeting.
- HELEN OK, no problem. _____ 8
sending a car to meet me?
- SANDRA _____ 9 I'll arrange that right now.
- And _____ 10
meet you later at the hotel.
- HELEN Great. Let's meet at 8.00 and have dinner together.
- SANDRA That's fine. See you soon, and have a good trip.

9.4 Listen to the conversations and check your answers.

9.5 Listen and repeat the phrases on the Student's CD/Cassette.



Pocket Book p. 20