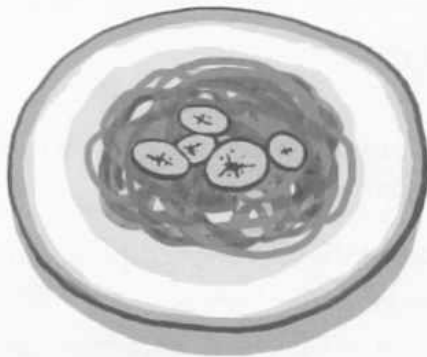


3 The material world

Vocabulary

Adjectives describing products

1 Complete the sentences with adjectives.



- a I don't think that spaghetti with bananas is normal, I think it's w e i r d.
- b Everybody likes that new song. It's really p_____.
- c Nobody paints pictures in a similar style to Penelope. Her work is very o_____.
- d Mmmm. I love these crisps. They're very t_____.
- e I don't like black or grey clothes. I prefer clothes that are c_____.
- f My father always wears a grey suit, a white shirt and a blue tie. He's very t_____.
- g I loved the film last night. It was incredible, fantastic, a _____!
- h The cup final was really e _____ because my team were losing 3-0, but in the end they won!
- i Alice: That documentary was very, very interesting.
Ben: Yes, it was f _____

Grammar

Comparative and superlative adjectives

2 Complete the text with the comparative or superlative form of the adjectives.



Most people think that the (a) richest (rich) sports people in the world are always football players, but the top Formula 1 drivers are often (b) _____ (rich) than the top footballers. Fernando Alonso is possibly the (c) _____ (fast) driver at the moment, and he earns a lot of money from advertising. Perhaps football is (d) _____ (popular) than Formula 1 racing, but the companies involved in the world of cars are some of the (e) _____ (important) companies in the world. These companies know that the (f) _____ (good) place to put their adverts is on the driver's helmet, or on the front of the car, because the TV cameras always have them in their view. That's why they're also the (g) _____ (expensive) places to advertise!

See

→ Workbook Extra page 111

More practice

→ Revision/Extension pages 66-68

3 Complete the table.

Adjective	Comparative form	Superlative form
<i>nice</i>	_____	_____
<i>bad</i>	_____	_____
_____	<i>tastier</i>	_____
_____	<i>hotter</i>	_____
_____	_____	<i>the most</i>
_____	_____	<i>the kindest</i>

See → Workbook Extra page 94

More practice → Revision/Extension pages 66-68

Grammar

Too and not enough

4 Put the words in order to make sentences.

a weather today too hot The is.

The weather is too hot today.

b too The are expensive jeans.

c aren't enough old to vote We.

d big bag isn't enough This.

e watch too tired I'm to TV.

5 Translate the sentences in 4 into your own language.

- a _____
 b _____
 c _____
 d _____
 e _____

6 Complete the text by using *too* or *not enough* with the adjectives.

In 2002 a company created a new product, but it wasn't a success. They created a new drink, but there were lots of problems with it. First of all, it cost 89p when most drinks only cost 50p. It was (a) *too expensive* (expensive). Then there was the taste – it was exactly the same as Coca Cola. It was (b) _____ (original). The can was grey and white, it was (c) _____ (colourful). And people thought the picture of King Kong was strange. It was (d) _____ (weird) for a can of cola. The advert on TV was just a man saying 'Buy Kong Cola' – it was (e) _____ (traditional). Another problem was that it only had 25cl, but most drinks have 33cl. It was (f) _____ (big). The drink was (g) _____ (popular) and they had to stop making it. Why didn't they call it 'Wrong Cola' instead of 'Kong Cola'?

See → Workbook Extra page 95

More practice → Revision/Extension pages 66-68

English in use

Explaining preferences

- 7 Complete the dialogue about the pairs of sunglasses with the words below.



think weird about prefer
best too enough

- Peter Which pair do you like?
- Andrea I don't like the first pair. They aren't trendy (a) enough!
- Peter What (b) _____ the second pair?
- Andrea I like that pair. They're sporty. But maybe they're (c) _____ sporty.
- Peter What about the last pair?
- Andrea They're the most original. Yes, I think this is the (d) _____ pair. What do you (e) _____?
- Peter I don't like them. I think they're too (f) _____.
- Andrea Which pair do you prefer?
- Peter I (g) _____ the first pair. They're more traditional.

- 8 Look at the three pairs of sunglasses. Give and explain your preferences.

- a I prefer the _____ pair because they _____
- b I don't like the _____ pair because they _____

Vocabulary

Verbs connected with money

- 9 Complete the story with the words below.



spend sold lent advertising
borrow won earn saved

Sam Allison is a millionaire. When he was small, he always put all his pocket money in the bank and (a) saved it. He didn't (b) _____ it, he never bought anything. When he was older, he started to work in a factory. He didn't (c) _____ a big salary, but he continued to put all his money in the bank. One day, Sam's friend Alf said he didn't have any money. He wanted to (d) _____ ten pounds from Sam. Sam (e) _____ him the money, but he told Alf that he needed to pay it back one day. That night Alf saw that an old woman was (f) _____ lottery tickets with a big poster. The old woman (g) _____ Alf a ticket for ten pounds. The next morning Alf (h) _____ the first prize in the lottery – 2 million pounds! Alf remembered his friend and gave Sam half of his prize. That's how Sam became a millionaire!

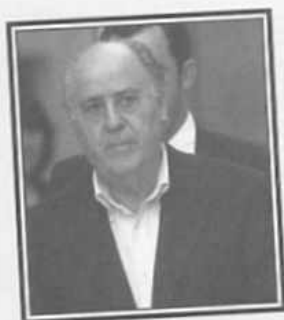
See

More practice

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The richest man in Spain



1 Amancio Ortega Gaona isn't a name that everybody knows, but everybody in Spain knows his clothes shops – Zara, Bershka, Pull & Bear, Massimo Dutti, etc. His 'empire' has approximately 2,500 shops in 59 different countries, and it means that Amancio Ortega is the richest man in Spain and the 25th richest man in the world.

2 However, not many people know a lot about Amancio Ortega, mostly because he doesn't like publicity. He was born on 28th March 1936 in a small town in Leon. When he was young, his family moved to La Coruña. He started to work as a messenger boy when he was 12. In 1969 he created a small family business

called Goa. Goa made simple clothes which were cheaper than the competition. Then he had the idea not just to make clothes or just to sell them, but to do everything – design, make, distribute and sell them in his own shops, which he called Zara. The first Zara shop opened in 1975 in La Coruña. This is where many of the clothes in Zara's shops are still produced today.

3 One reason for Zara's success is that the designers of its clothes are in constant contact with the managers of the shops, so they know immediately what type of clothes are popular or unpopular. In that way they can react quickly and make clothes which the customers really want.



1 Read the text and match the paragraphs with the titles.

- a Why is Zara popular? _____
- b Who is Amancio Ortega Gaona? _____
- c How did Amancio Ortega Gaona start Zara? _____

2 Read the text again and answer the questions.

- a Why isn't Amancio Ortega more famous?

- b What do you know about Amancio Ortega's childhood?

- c What was Amancio's first experience with the world of making clothes?

- d What was Amancio's objective with Zara?

- e Why are the managers of the Zara shops important?

Extension

3 Write the questions for these answers.

- a _____?
In 1936.
- b _____?
To La Coruña
- c _____?
They made simple clothes at a cheap price.
- d _____?
He opened the first one in 1975.
- e _____?
Because the designers and managers are in close contact.

Writing

Writing about your opinions

- 1 Use the words in the boxes to make six expressions of opinion. You can use the same word more than once.

not	I	In	I'm
my	opinion	agree	think
don't	sure	that	if

- a _____ b _____
 c *In my opinion* d _____
 e _____ f _____

- 2 Use the expressions in 1 and these questions to give your opinion about these comments.

- a 'You can't buy happiness.'

Do you agree? Do you think rich people are usually happy or not? Does happiness depend on money, or on something different?

- b 'Nobody remembers the real meaning of Christmas today. Christmas is only about shopping.'

What do you think? Is Christmas too commercial? Do you think people forget the spirit of Christmas? Is that important or not? In your opinion, is Christmas positive or not?

Extension

- 3 Look at this comment and then complete the sentences with your opinions.

'Teenagers in the past didn't have much money, so they realised that money was important. Today's teenagers have too much money and they spend it without thinking.'

I agree that _____

but I don't agree that _____

I'm not sure if _____

In my opinion _____
