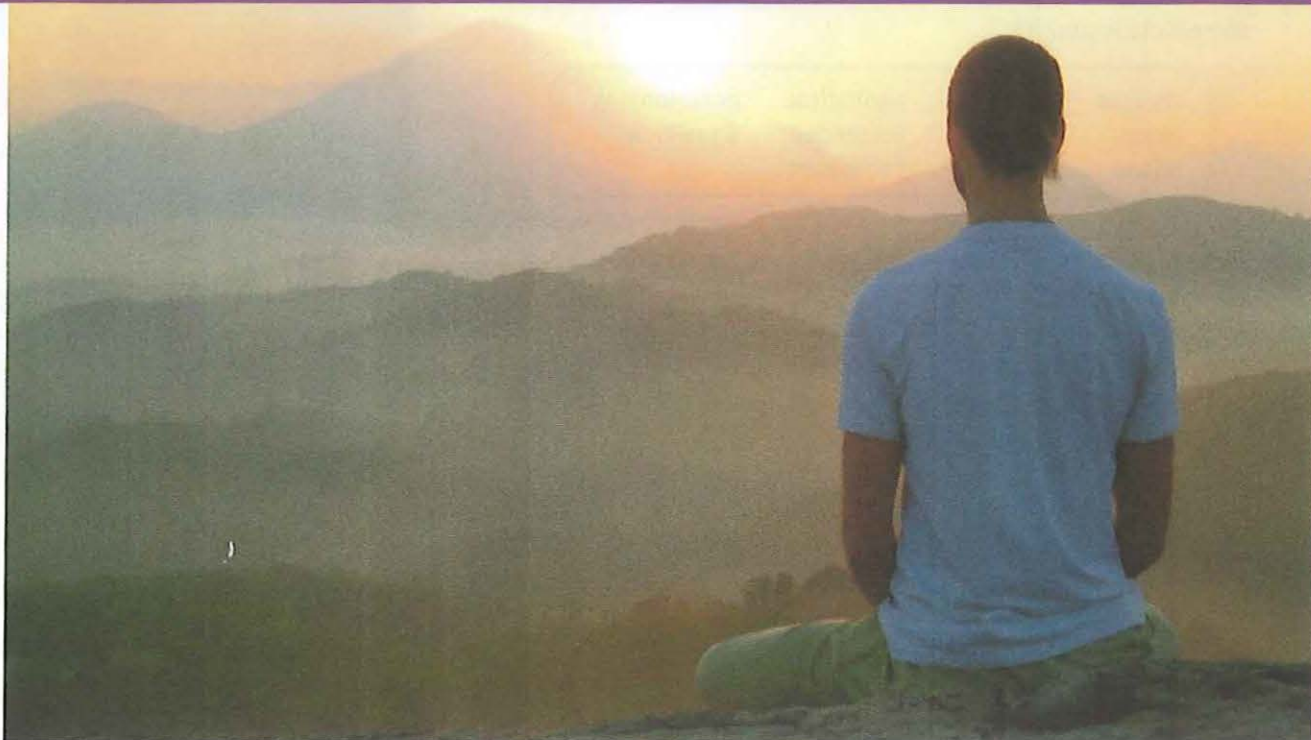


UNIT 4

Wealth



Warm Up

1a Read the quotations. Can you match any with a photo?

"Money never made anyone happy."

"Happiness comes from spiritual wealth, not material wealth."

"Time is money."

b Which quotations do you agree or disagree with?

2a Write one thing that:

1. is a waste of money or a good value for the money.

2. you don't have enough time to do.

3. you do to use your time wisely.

4. you spend a lot of money on.

5. you would do today if you had a lot of money to spare.

b Pair Work Compare your ideas.

Reading

- 1a These words and phrases are in the article. What do you think the article is about?

cheated	trickster	egotistical	good-looking
charm	illegally	pretended	\$3 million
prison	mystery	consultant	

- b Read the article. Write the headings above the correct paragraph.

Childhood and tricks	Frank today
Wanted all over the world	Five happy years
The FBI's opinion of Frank	

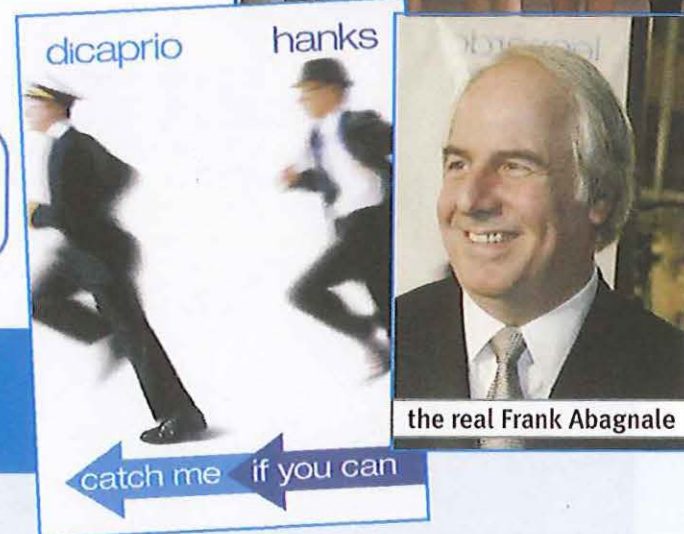
The true story of a real fake

a. Five happy years

Frank Abagnale, a good-looking young American with more dreams than money, pretended to be first a pilot, then a doctor, and then a lawyer. For five years he traveled the world for free, stayed in expensive hotels, and had relationships with beautiful women. By the age of 21 he had tricked and cheated his way to \$2.5 million.

b. In the golden age of James Bond, Abagnale really was an international man of mystery. He was wanted by the FBI and Interpol (International Police) in 26 countries. His good looks and his charm were his most important tools. He dressed well and everybody believed the stories he made up. Leonardo DiCaprio, who played Frank Abagnale in the film *Catch Me if You Can*, said, "Frank Abagnale is one of the greatest actors who has walked the Earth."

c. Abagnale was a lonely child. When his mother, who was French, broke up with his father, a New York shopkeeper, Abagnale had to choose which parent to live with. Instead, at age 16 he dropped out of school, ran away from home, and began his life as an international trickster. He used magnetic ink to change bank code numbers illegally. He managed to steal \$40,000 of other customers' money before the banks figured out what he was doing. He also got a Pan Am pilot's uniform by saying that his was lost at the dry cleaner's and that he had an urgent flight. This allowed him to stay in any hotel he wanted; Pan Am always paid the bill. He even pretended to



be a doctor and worked as a hospital administrator for a year. With no formal training, he picked up the skills by reading medical books and watching real doctors at work.

d. Abagnale broke the law repeatedly. He ran out of luck in France, where he spent time in prison, before the FBI finally caught up with him in the US. Despite his crimes, Abagnale never had any enemies. Joseph Shea, the FBI agent who arrested him and later became his friend, said, "I think Frank is close to genius. What he did as a teenager is incredible. His crimes weren't physical. There were no guns, no knives; he just used his brain. He's charming and I admire him. I think he's a good man, but like anybody he wants to better himself, and in this country money is the way to do it. He makes \$3 million a year and that's a lot more than I ever made."

e. These days Abagnale doesn't need to trick anybody: he is a successful consultant. He advises companies on security, and he also lectures—for free—at the FBI Academy. It is ironic that he has ended up working for the people who were trying to catch him for so long! He wrote his autobiography in the 1970s and sold the movie rights for \$250,000. Abagnale says, "When I was 28 I thought it would be great to have a movie about my life. But when I was 28, like when I was 16, I was egotistical and self-centered. We all grow up." That's true. But not many people grow up like Frank Abagnale.

2 Read the article again and answer the questions.

1. How old was Abagnale when he left home? _____
2. What did he look like? _____
3. How did he get his first \$40,000? _____
4. How did he get a pilot's uniform? _____
5. Who was Joseph Shea? _____
6. What does Abagnale do now? _____
7. How does Abagnale feel about his past? _____

Listening

3 1.18 Listen to someone retelling Frank Abagnale's story. Find eight mistakes that the speaker makes, according to the article. Compare notes with a partner.

The speaker says that Frank Abagnale is English, but he's not. He is American.

Vocabulary | phrasal verbs

4 Underline phrasal verbs with *up* and *out* in the article and put them in the correct place in the charts.

a. <u>pick up</u> learn without formal study	b. _____ <u>up</u> invent (a story, a song, a joke)	g. _____ <u>out</u> discover	h. _____ <u>out</u> have none left (it's finished)
f. _____ <u>up</u> become an adult	Up	c. _____ <u>up</u> be in a particular situation after a series of events	Out
e. _____ <u>up</u> stop being together as a couple	d. _____ <u>up</u> reach someone after a period of following/chasing	i. _____ <u>out</u> stop going to school without finishing your studies	

5 Cross out the one sentence ending that is not possible.

Ex: He dropped out of ... a. tests.

- | | | | |
|-------------------------|---------------------------------|-----------------------------|--------------------------|
| 1. I broke up with ... | a. <u>my girlfriend.</u> | b. <u>school.</u> | c. <u>college.</u> |
| 2. They made up ... | a. <u>stories.</u> | b. <u>my relationship.</u> | c. <u>my husband.</u> |
| 3. We figured out ... | a. <u>what the problem was.</u> | b. <u>an excuse.</u> | c. <u>acting.</u> |
| 4. She picked up ... | a. <u>Spanish very quickly.</u> | b. <u>the answer.</u> | c. <u>wrong.</u> |
| 5. We ran out of ... | a. <u>enough milk.</u> | b. <u>some information.</u> | c. <u>a new haircut.</u> |
| 6. I caught up with ... | a. <u>my studies.</u> | b. <u>money.</u> | c. <u>things to do.</u> |
| 7. She ended up ... | a. <u>living with me.</u> | b. <u>myself.</u> | c. <u>you easily.</u> |
| | | b. <u>work as a doctor.</u> | c. <u>in Warsaw.</u> |

Speaking

6 Discuss.

1. Joseph Shea believes that Frank Abagnale is "a good man." What do *you* think of Abagnale?
2. Abagnale says, "I thought it would be great to have a movie about my life." Would you like a movie about *your* life? Why or why not? Which actor would you choose to play you?

Grammar | question tags

- 7 Read the Active Grammar box. Then circle the correct choices to complete the rules (1–4).

Active Grammar

To confirm information, question tags are often used.

<i>You are a singer, aren't you?</i>	<i>Yes, I am.</i>
<i>You aren't Ecuadorian, are you?</i>	<i>No, I'm not.</i>
<i>You work full time, don't you?</i>	<i>Yes, I do.</i>
<i>You lived in Lima, didn't you?</i>	<i>Yes, I did.</i>
<i>They have arrived, haven't they?</i>	<i>Yes, they have.</i>
<i>You can go today, can't you?</i>	<i>Yes, I can.</i>
<i>You would like to see her, wouldn't you?</i>	<i>Yes, I would.</i>

- To make question tags, use the main verb / an auxiliary verb .*
- If there is no auxiliary verb, the question tag uses the main verb / do, does, or did .*
- If the question is positive, the question tag is negative / positive .
- If the question is negative, the question tag is negative / positive .

*The verb *be* acts as an auxiliary verb in question tags.

See Reference page 70

8a Complete the dialogs.

- Mr. Charming: What a beautiful dress!
Haven't I seen you before? You work in fashion, _____ you?
Woman: Yes, I _____. We met at a fashion show in Tokyo.



- Man: Are you familiar with my work?
Mr. Charming: I've read all your books. You've just written a new one, _____ you?
Man: Yes, I _____. It's about a movie star.



- Mr. Charming: I love lobster! The food is delicious here, _____ it?
Woman: Yes, it _____. But I prefer caviar.



b Pair Work 1.19 Listen and check your answers. Then practice the dialogs.

9 Complete the questions with the correct tags.

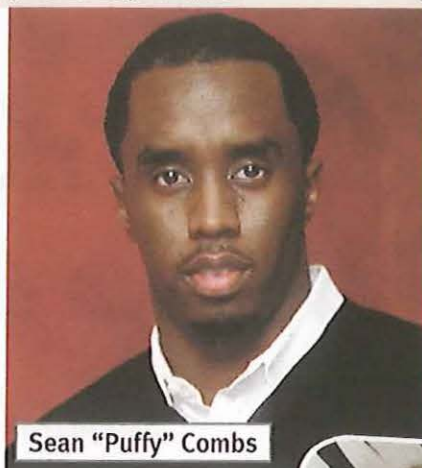
- | | |
|---|---|
| 1. You can speak four languages, _____? | 5. We didn't meet last year, _____? |
| 2. You work in a big company, _____? | 6. You're looking for a new job, _____? |
| 3. It's warm in here, _____? | 7. You will be here tomorrow, _____? |
| 4. She has been to Saudi Arabia, _____? | 8. They wouldn't like a drink, _____? |

10 Pair Work Imagine you are making small talk at a party. Ask and answer the questions in Exercise 9.

Speaking

1 Group Work Discuss.

1. What do you know about the people in the photos? How did they become rich?
2. Can you name any other famous wealthy people? What type of reputation do they have? Do people like and admire them?



Sean "Puffy" Combs



Bill Gates



Estée Lauder

Vocabulary | personal qualities

2a Pair Work Check that you understand the expressions in the box.

be good with numbers	be confident	be ambitious
be good with people	be extravagant	be cheap
work long hours	be tolerant	be generous

b Discuss.

1. For which jobs do you need the qualities in the box?

An actor needs to be confident.

2. What qualities and habits do you think are necessary to be a successful entrepreneur?
3. Which qualities do you think you have?

entrepreneur n. someone who starts a company and arranges business deals

Listening

3a 1.20 Listen to the first part of a seminar and answer the questions.

1. Who is the seminar for?
2. What is the topic?

b 1.21 Listen to the rest of the seminar. Circle the expressions in Exercise 2a that the speaker mentions.

c Listen again and complete the notes.

d Pair Work Discuss.

1. Do you agree with the advice given in the seminar? Explain your answer.
2. Do you think you would be a good entrepreneur? Why or why not?

Notes

How to be an entrepreneur

1. Be cheap. You shouldn't _____.
2. You should start _____.
3. You can't _____ your money.
Bill Gates doesn't care about looking good because he doesn't have to _____.
4. Be confident. You must _____ in yourself.
5. You have to work _____.

Grammar | modals of obligation and prohibition

4a Put the words in **bold** from the notes in Exercise 3c into the correct column in the Active Grammar box.

Active Grammar

1. It is an obligation (you have no choice). _____ <u>must</u> _____	3. It is a good idea (but you have a choice). _____	
2. It is prohibited (against the rules). _____ / <u>must not</u> _____	4. It isn't a good idea (but you have a choice). _____	5. It is not necessary. You can do it if you want to (you have a choice). _____ <u>don't (doesn't) have to</u> _____

See Reference page 70

b Read the sentences below. In which sentence do you have a choice? ____ In which sentence is something prohibited? ____


- a. You can't smoke on an airplane. b. You don't have to eat the food on an airplane.

5 Complete the sentences with modals.

Ex: Vivian has a bad headache. She should take a pain reliever.

- We _____ wear a suit to work. Dress pants and a shirt with a collar are fine.
- You _____ buy your new computer now. There is going to be a big sale next week. You _____ wait until it goes on sale.
- You _____ show your company ID card to the security guards at the reception desk. You _____ enter the building without it.
- This is a smoke-free hotel. Guests _____ smoke in their rooms. They _____ go outside the building to smoke.

Pronunciation | reduction of sounds

6a  1.22 Listen to the sentences. Notice how *to* is pronounced in (*don't*) *have to*. Notice how the *t* is pronounced in *don't/must/can't* in sentences 2, 3, and 4.

1. You have to buy a ticket.
2. You don't have to pay.
3. I must remember.
4. You can't smoke.

b Listen again and repeat.

Speaking

7a **Pair Work** Discuss. What are the qualities of:

1. a good public speaker?
2. a good student OR a good teacher?
3. a good employer OR a good employee?

b **Group Work** Compare your ideas with another pair.

Public speakers should be good with people. They have to be well-prepared.



Writing

8 Pair Work Read the letters and emails. Then answer the questions.

1. What is the purpose of each letter and email?
2. What type of work do you think Maria Pesaro and Paul Hunter do?
3. Are the letters and emails formal or informal? How do you know?

INTRA SOLUTIONS

43 Ocean View Blvd.
Glendale, CA 91208

Dear Mr. Hunter,

I am writing to invite you to speak at our conference, *Entrepreneurs for the New Millennium*. Our company, Intra Solutions, helps young businessmen and businesswomen to develop their plans for the future.

The conference will take place at The Great Hall, 15 Grand Street, Los Angeles, CA, on Friday, July 14. We would like you to speak for one hour. I have enclosed the conference schedule and our brochure.

We look forward to hearing from you.

Yours sincerely,
Maria Pesaro

Maria Pesaro

Hi Sophia,

How are you? I'm having a party on Saturday at my place, around 8:00. I've attached a map in case you can't remember how to get there! Hope you can come. Gerald

Hi Geraldo,

I'd love to come. Hope it's OK if I bring a friend. See you on Saturday.
S.

Paul Hunter
EXTON
8 West Jefferson Ave.
Los Angeles, CA
90016

Dear Ms. Pesaro,

Thank you for the invitation to speak at your conference, *Entrepreneurs for the New Millennium*. I will be pleased to attend on the 14th. Could you send me more information about the audience numbers and equipment available? I will also need confirmation of expenses and fees.

Yours sincerely,
Paul Hunter

9a Write a letter inviting a famous person to give a talk at your school. Answer the questions. Use the How To box and Maria's letter in Exercise 8 for ideas.

1. Who will you choose? Why?
2. When will they come?
3. What will they talk about and for how long?

How To:

Write/respond to an invitation

Inviting	Informal: <i>I'm having a party on Saturday, June 21. Would you like to come?</i> Formal: <i>I am writing to invite you to . . .</i>
More information	<i>I have enclosed/attached a map/schedule. Can you give me confirmation of . . . ?</i>
Accepting	Informal: <i>I'd love to come.</i> Formal: <i>I would be happy to attend.</i>
Refusing	Informal: <i>Sorry, I can't make it because . . .</i> Formal: <i>I am afraid I am unable to attend due to . . .</i>

b Exchange letters with a partner. Write a letter in response.



Reading

1 Look at the two ads. What products are being advertised? How do the ads make you feel? Do they make you want to buy the products?

2a Discuss.

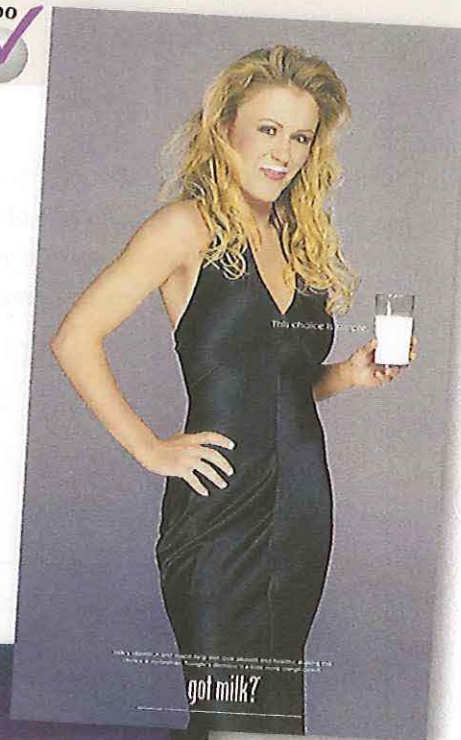
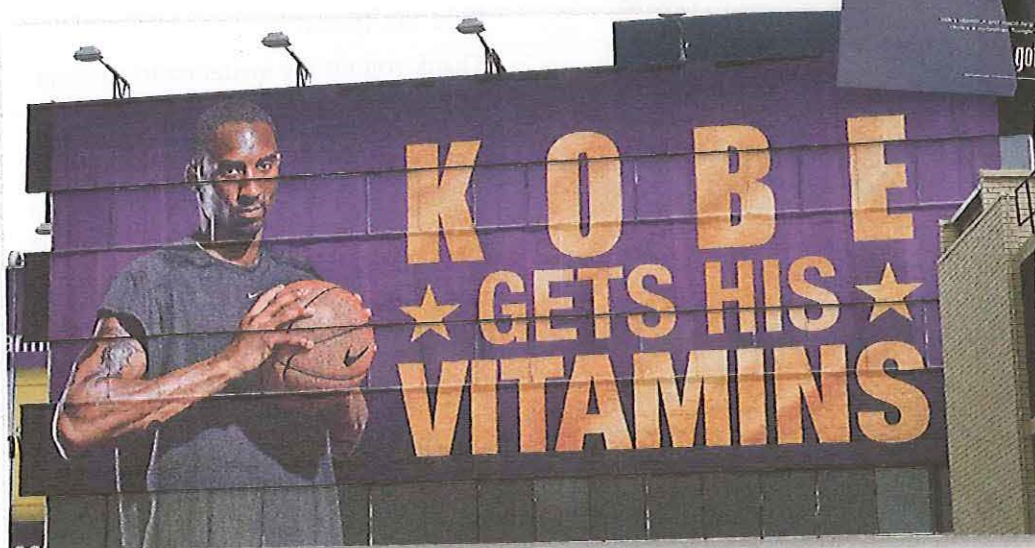
1. Do you think people spend more because of ads?
2. How do supermarkets and salespeople make us spend more?

b **SPEAKING EXCHANGE** Read the articles to find the answers.

Student A: Read about ads on this page.

Student B: Read about supermarkets on page 73.

Student C: Read about salespeople on page 75.



How ads persuade you to spend more

Ads focus on either what products do or how the products make us feel. Our emotional response to a product is very important. If the ad makes us feel good—that is, if it has images which we enjoy and remember—then we start to associate good feelings with the product.

We respond well to ads which demonstrate a lifestyle we would like to have. Famous people are often used in ads because of their successful lifestyle. Athletes advertise sports drinks. We buy the drink and hope to enjoy the same success. A survey of 4,000 ads found that ads with celebrities were 10 percent more effective at selling a product than ads without.

Humor is also used, as funny ads are remembered longer. In addition, ad makers appeal to our senses. Unless your mouth waters, a chocolate ad is probably a failure. Advertisers want you to want their product.

Advertising tricks:

- High price: If a product costs a lot of money, it won't necessarily be good quality. It might be just part of its image.
- Reward and punishment: "If you buy this, you will stay young" (the reward) also means "Unless you buy this, you will look old" (the punishment).

- 3a SPEAKING EXCHANGE** Now work in groups of three (one Student A, one Student B, and one Student C). Work together to complete the sentences.

Did you know . . . ?

1. Supermarkets often _____ to help us relax.
2. Supermarkets became very successful after introducing _____ in the 1940s.
3. Ads which use _____ are 10% more effective.
4. Ads are more memorable if they are _____.
5. Good salespeople can sell _____, to _____, at _____.
6. Salespeople may try to "mirror" the _____ of a buyer.

- b** Does any of the information surprise you?

Vocabulary | opposites

- 4a** Write the opposites using the words in the box.

punishment sell success fail consumer reward buyer produce

Verbs

Ex: succeed / fail

1. _____ /punish
2. buy / _____
3. _____ /consume (a product)


Nouns

4. _____ /failure
5. reward / _____
6. _____ /seller
7. producer / _____

- b** Complete each sentence with a word from Exercise 4a.

1. Well done. You can have a _____ for passing your tests.
2. Teachers sometimes _____ students by giving them extra work to do.
3. The new advertising campaign was a complete _____. Sales have been terrible.
4. His first book was a great _____. It sold over a million copies.
5. Starting a business isn't easy. It is estimated that 40% of new businesses _____ within three years.

Pronunciation | word stress

- 5a**  **1.23** Listen to the pairs of words from Exercise 4a and mark the main stress.

Ex: succeed fail

- b** Listen again and repeat.

Speaking

- 6 Group Work** Discuss.

1. What are your favorite and least favorite ads? Explain why you think each ad is a success or failure.
2. Do you prefer shopping at supermarkets or at small, specialized shops? Why?
3. Have you ever bought something that you didn't really need because of a good salesperson?
4. Do you think companies should advertise products that are bad for your health?

Grammar | factual conditional with *if/when/unless/as soon as*

- 7 Read the example sentences (1–6) in the Active Grammar box. Then circle the correct choices to complete the rules (a–e).

Active Grammar

1. *If customers think of a salesperson as a friend, they will probably keep coming back.*
2. *If I buy a lot now, I won't have to come back later.*
3. *Supermarkets will usually offer Asian pears **when** they are in season.*
4. ***As soon as** you walk into the shop, you can smell bread and coffee.*
5. ***Unless** you buy this (face cream), you will look old.*
6. *I will call you **unless** it is too late. ≠ I will call you **if** it is **not** too late.*

Rules

For general present events, *if* and *when* have the same meaning.

Ex: *If an ad is good, you want to buy the product.*

Ex: ***When** an ad is good, you want to buy the product.*

- a. Use *if* + simple present + *will* to talk about real possibilities / imaginary situations in the future.
- b. Use *if/when* for events in the future that are certain.
- c. Use *if/when* for events in the future that are not certain.
- d. Use *as soon as/unless* to emphasize that an event happens immediately.
- e. *Unless* + positive verb means the same as *if/if not*.

See Reference page 70

- 8 Complete the sentences using the simple present form of the verb and *will* + verb.

1. I _____ (buy) a new car as soon as
I _____ (can) afford it.
2. When I _____ (see) Tom, I _____
(tell) him.
3. If you _____ (not pay) the bill on time, you
_____ (pay) a late fee.
4. I'm sure he _____ (not call) us unless there
_____ (be) something urgent to discuss.
5. Unless Sandro _____ (find) an apartment
soon, he _____ (have to) live with his parents.
6. If they _____ (offer) me the job, I _____ (take) it.



Writing

- 9 Write an ad for an object you want to sell. Give details (price, benefits, etc.).

A/An _____ . only \$ _____ .
If you buy this, _____ .
_____ .

Review

1 Complete the questions with the correct tag. Then match the questions and answers.

- | | |
|--|----------------------|
| 1. I can't park here, <u>can I</u> ? | a. No, they haven't. |
| 2. I need to call him, _____ ? | b. Yes, we are. |
| 3. The guests will be here soon, _____ ? | c. No, you can't. |
| 4. She had a headache, _____ ? | d. Yes, it is. |
| 5. This game is boring, _____ ? | e. No, you're not. |
| 6. I'm a genius, _____ ? | f. Yes, you do. |
| 7. We're going out later, _____ ? | g. Yes, they will. |
| 8. They haven't called yet, _____ ? | h. Yes, she did. |

2 Circle the correct choice to complete each sentence.

- Children under 16 don't have to/must not smoke in England. It's illegal.
- You don't have to/can't eat if you don't want to. It's your choice.
- You don't have to/must not be late for work.
- Ken's so rich he doesn't have to/can't work.
- We don't have to/must not miss the last bus.
- Mariko doesn't have to/can't work on Sundays, but she often goes into the office.

3 Complete the sentences with *if*, *when*, or *unless*.

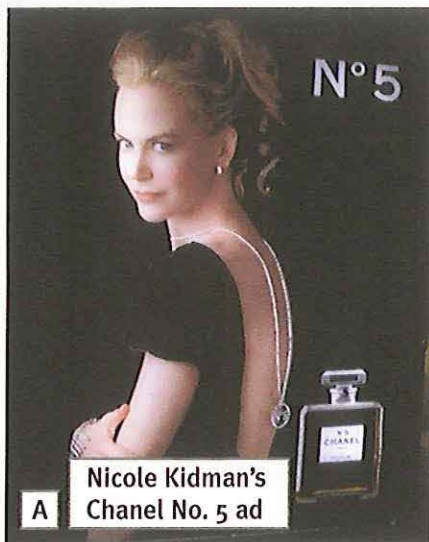
- We haven't booked our accommodations. We'll find a hotel _____ we arrive.
- _____ the weather's nice, it's not worth going to the park.
- _____ you like action films, you'll love *The Matrix*. The fight scenes are incredible.
- I'll go home with you _____ you're going to work late again tonight.
- She'll never pass the test _____ she starts working hard.
- We'll talk about the new products _____ the conference finishes.
- You won't feel good _____ you do some exercise every week.
- I'm leaving early. I'll call you _____ I get home.

4 Complete the sentences with the words in the box.

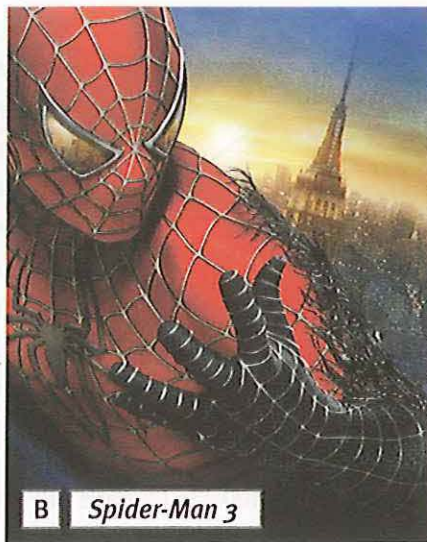
ad spare picked value up success numbers

- I can't even buy you a coffee because I don't have any money to _____.
- This computer only cost me \$400. Do you think that's a good _____?
- A: What's wrong with Joe?
B: He's just broken _____ with his girlfriend.
- A: I didn't know you could speak Russian.
B: Yes, I _____ it up when I was living there.
- My wife deals with the money for the business, because I'm not very good with _____.
- The show was a great _____. More than 600 people came to see it.
- We need to find a new roommate, so we're putting an _____ in the local paper.

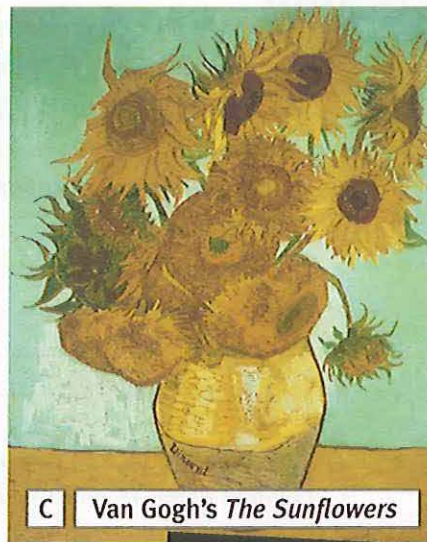
Communication | talk about the best uses of money



A Nicole Kidman's Chanel No. 5 ad



B Spider-Man 3



C Van Gogh's *The Sunflowers*

- 5 Look at the photos. Which activity or thing do you think was the most expensive? Read the Fact sheet to check your answers.

6a Group Work

Group A: Choose three facts from the sheet. Explain why you think these are a terrible waste of money. How do you think this money should be spent?

Group B: Choose three facts from the sheet. Think of reasons why it was a good idea to spend this money.

- b **Pair Work** Work with a student from the other group. Discuss your facts and why you think it was a waste of money or worth spending this money.

- 7a **Group Work** Are you a money-waster or a money-saver? Write a short questionnaire (five or six questions) to decide if someone is a waster or a saver.

If someone gives you some money for your birthday, what do you do with it?

- b Ask and answer your questions with students from another group.

Fact Sheet

The Millennium Bug:

Around the world, over \$600 billion was spent on updating computer systems to prepare for the new millennium. Everyone thought that the new date would cause computers to crash. No major problems were reported.

Man on the moon: It cost the US approximately \$2.2 billion (which is around \$40–50 billion in today's money) to send a man to the moon.

Movies: The most expensive movie ever made was *Spider-Man 3*. It cost \$258 million.

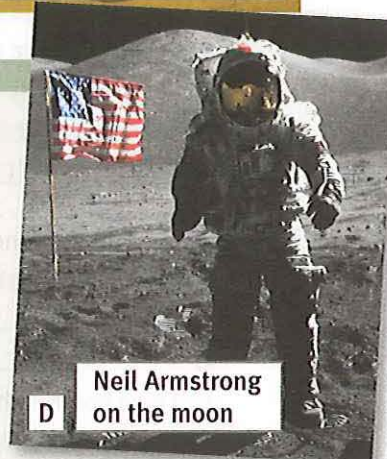
Painting: *The Sunflowers* by Vincent Van Gogh was sold for \$39.9 million at Christie's in London in March 1987.

Cars: The Meitec Corporation of Japan paid \$15 million for a 1931 Bugatti Type 41 "Royale" Sports Coupe in 1990.

SETI: Paul Allen, co-founder of Microsoft, donated \$11.5 million to SETI (Search for Extraterrestrial Intelligence) for a new, powerful telescope to look for aliens. In the 1980s the US government spent around \$2 million a year to fund SETI.

Advertising: Actress Nicole Kidman was paid \$3.71 million for a four-minute Chanel No. 5 advertisement in 2004.

Phone number: The phone number 8888 8888 was bought by Sichuan Airlines Co. Ltd (China) for \$280,723. Why? The number eight is a lucky number in China.



D Neil Armstrong on the moon