

The Career Investors

known have ended. after the careers for which they became well can remain⁵⁷ in the spotlight⁵⁸ long as brand extension⁵⁹, and stars that do it cookware⁶⁰. This type of investing is known create ranges of kitchen equipment⁶¹ or or fashion lines, or for celebrity chefs⁶² to film stars to launch⁶³ their own fragrances⁶⁴

When it comes to⁶⁵ investing money, there are two main ideologies⁶⁶. One is that you follow the advice of an expert, or use your own knowledge, and put money into investments that are likely to protect your money and give you a good return⁶⁷. The other is that you use your wealth to indulge in⁶⁸ a personal ambition or passion, and hope that it makes you some money into the bargain⁶⁹. Of course, the second option is always riskier: the Russian businessman Roman Abramovich has ploughed hundreds of millions of his own personal wealth into⁷⁰ Chelsea Football Club, without making any money for himself. While some celebrities employ⁷¹ a company to manage their investments on their behalf⁷², some stars take more of a hands-on⁷³ role, even setting up⁷⁴ their own investment companies. U2's frontman⁷⁵ Bono famously set up his own private equity firm⁷⁶, Elevation, but these days it's American actor Ashton Kutcher who is leading the way in⁷⁷ celebrity investments. Kutcher has made some incredible business decisions, including⁷⁸ investing in Skype at a time when the web calling service was valued at⁷⁹ around USD 2.75 mln. Skype was later sold to Microsoft for more than USD 8 bln, netting⁸⁰ a tidy⁸¹ profit for Kutcher. Another Hollywood A-lister⁸² who has made some lucrative investments is Justin Timberlake. Whether Timberlake was inspired⁸³ by Facebook backer⁸⁴ Sean Parker, who he portrayed⁸⁵ in the movie, The Social Network, is not known, but it's certainly true to say that⁸⁶ the actor has created a very attractive and intelligent investment portfolio. Timberlake is believed to have made a large sum of money with the sale of social media website Myspace and, like Kutcher, he has a knack

A new class of investment savvy stars knows just what to do to protect and increase their wealth.

of⁸⁷ knowing the best time to sell. More recently Timberlake has invested money into a variety of⁸⁸ projects, including an

to launch sth ta i:ntf 'sambɪŋ wypuszczać coś (np. na rynek)
to remain ta 'ri:meɪn pozostać
cheł fɛt szɛł kuchni
equipment i'kwɪpmənt wyposażenie,
sprzet
cookware 'kʊkweə(r) przybory kuchenne
brand extension breɪnd i'kstenʃn rozwijanie marki, rozciąganie marki
to remain ta 'ri:meɪn pozostać
in the spotlight ɪn ðə 'spɒtlaɪt w centrum uwagi
when it comes to sth... wɛn ɪt kʌmz tə 'sambɪŋ
gdy mowa o czymś, jeśli chodzi o coś
ideology ,aɪdɪ'ɒlədʒi tu: filozofia, idea
return rɪ'tɜ:n zwrot (z inwestycji)
to indulge ɪn sth tu 'ɪndʌldʒ ɪn 'sambɪŋ oddać się czemuś
into the bargain 'ɪntə ðə 'bɑ:ɡən dodatkowo, do tego
to plough money ɪntə sth tə pləʊ 'mʌni 'ɪntə 'sambɪŋ wpompuwać w coś fundusze/środki (UK)
to employ tu ɪm'plɔɪ zatrudniać
on sb's behalf ɒn 'sambə'dɛɪz bɪ'hæf w czymś imieniu
hands-on hænz ɒn praktyczny, bezpośredni
to set sth up tə set 'sambɪŋ ɒp założyć coś, utworzyć
frontman 'frʌntmæn lider (zespołu)
private equity firm 'praɪvət 'ekwəɪtɪ fɜ:m firma typu private equity
to lead the way ɪn sth tə li:d ðə weɪ ɪn 'sambɪŋ prowadzić/przodować w czymś
including ɪn'klu:dɪŋ w tym, wliczając w to

David and Victoria Beckham are prime examples⁸⁹ of the principle⁹⁰ of brand extension: long after their first careers as a footballer and pop singer respectively, the successful husband and wife partner-ship manage to stay in the public eye⁹¹, increasing their wealth, by dipping a toe into⁹² other areas of business. Victoria has been incredibly successful with her fashion line, while David has recently bought a US soccer⁹³ team.

Extending the Boundaries⁸⁶

to value sth at X tə 'vælju: 'sambɪŋ ɛt
zsacować wartość czegoś na X, wyceniać coś na X
to net sb sth tə net 'sambɛdɪ 'sambɪŋ przynieść coś komuś na czysto
tidy 'taɪdɪ przyzwyczajony, ładny (o sumie)
A-lister 'eɪ lɪstə(r) należący do najlepszych/najbardziej popularnych ludzi (np. branży)
rozrywki (US)
to inspire tu ɪn'spaɪə(r) zainspirować
backer 'bækə(r) sponsor, inwestor
to portray sb tə pɔɪ'treɪ 'sambɛdɪ odegrać rolę kogoś (w filmie), wcielić się w kogoś (w filmie)
it's true tə seɪ 'tru: It's true: ta sei ðæt
prawdą jest, że...
to have a knack ɒf/fɔr sth tə heɪv ə næk ɒv fɔ:(r) 'sambɪŋ mieć do czegoś talent/smykalkę
a variety ɒf sth ə və'raɪəti ɒv 'sambɪŋ sporo czegoś, duża różnorodność czegoś
upmarket ʌp'mɑ:kɪt ekskluzywny, wyższej klasy (UK)
golf course gɒlf kɔ:rs pole golfowe
recording label rɪ'kɔ:dɪŋ 'leɪbəl wytwórnia płytowa
boundary 'baʊndəri granica
prime example praɪm ɪg'zɑ:mpl najlepszy przykład
principle 'prɪnsəpl zasada, reguła
respectively rɪ'spektɪvli odpowiednio
to stay ɪn ðə 'pʌblɪk eye tə steɪ ɪn ðə 'pʌblɪk aɪ pozostawać w centrum opinii publicznej
to dip one's toe ɪntə sth tə dɪp wʌnz təʊ 'ɪntə 'sambɪŋ umoczyć w czymś stopę, poprobować sił w czymś
soccer 'sɒkə(r) futbol, piłka nożna

ny and his own recording label⁹⁵.
upmarket⁹² golf course⁹⁴, a clothing compa-