

## Successful business partnerships

*I can understand and react to a radio programme about successful business partnerships.*

- 1 **SPEAKING** Work in pairs. What do you think are the advantages and disadvantages of starting a business on your own or with a friend?

### Listening Strategy

To help you choose the correct answer, remember that the words in the options in the task will be paraphrased in the recording. This means that the speakers will use different words to express the same idea.

- 2 Read the **Listening Strategy**. Then look at the question below. Think of a way in which each of the options might be paraphrased.

Jerry was drawn towards Ben because Ben

- a was the same age as him.
- b came out with a funny remark.
- c did not excel at P.E.
- d shared his love of ice cream.

- 3 **1.21** Listen to the story of how the ice-cream company Ben & Jerry's was formed. Look at exercise 2 again and choose the correct answer. How was the correct option phrased in the recording?

- 4 **1.22** Listen to a radio interview about successful business partnerships. Choose the correct answer (a–d).

- 1 Margaret refers to Bill Gates and Paul Allen as 'partners-in-crime' because they
  - a failed their final year at school due to lack of work.
  - b deceived the I.T. teacher into giving them extra computer time.
  - c used their superior knowledge of I.T. to their advantage.
  - d stopped attending school to pursue their interest in I.T.
- 2 Margaret says that Steve Wozniak had to be persuaded by Steve Jobs
  - a to attend a Bob Dylan concert.
  - b to accept a third member into the partnership.
  - c to develop his second computer.
  - d to commercialise his new invention.
- 3 Margaret mentions Hewlett and Packard's holiday because it marks the moment the two founders
  - a sealed their friendship definitively.
  - b met for the first time.
  - c decided on a name for their new company.
  - d came up with the idea of opening a business.
- 4 According to Margaret, what happened on the first occasion of Brin and Page's acquaintance?
  - a They got on like a house on fire.
  - b They didn't exchange a single word.
  - c They refused to have anything to do with each other.
  - d They didn't see eye to eye.
- 5 Which statement is true for all four partnerships?
  - a The partners were born in the same year.
  - b The partners got acquainted during their studies.
  - c The partners bonded over a common interest.
  - d The partners graduated at the top of their class.



- 5 **1.22 VOCABULARY** Listen again. How are the underlined words and phrases paraphrased in the recording?
- 1 Having a common interest in computers ...
  - 2 The pair began to think about going into business together.
  - 3 Allen convinced Gates to leave university before completing the course ...
  - 4 Jobs persuaded him to set up a company to sell it ...
  - 5 Ronald Wayne, who later withdrew from the deal ...
  - 6 The company became successful quickly ...
  - 7 ... neither of the founders was alive to see this achievement.
  - 8 Larry Page started the relationship badly with Sergey Brin ...
- 6 Complete the sentences with the expressions in exercise 5.
- 1 Harry didn't finish the course. He dropped out.
  - 2 They were delighted to attend their son's graduation as they had doubts that they would ever ...
  - 3 I was late on the first day of my work experience, so I ...
  - 4 Mia isn't sure whether to study law or not, but she's ...
  - 5 The project became too expensive, so in the end they ...
  - 6 The campaign was successful, so the new product ...
  - 7 I had no desire to go to the open day, but my friends ...
  - 8 As supporters of West Ham, Rob and Eddie never miss a match. They ...
- 7 **SPEAKING** Work in pairs. Discuss the questions.
- 1 What do you think are the reasons for the success of the four business partnerships in the recording?
  - 2 If you were setting up a business, which of the people you know would you choose as a partner? Why?
  - 3 Number the qualities 1–10 in the order of their importance to a successful business relationship. (1 = most important.)
- communication compatibility confidence co-operation drive flexibility passion punctuality respect trust

➔ **Vocabulary Builder** Business collocations: page 127