

# 11

## Business and economics

### 11.1 UPS AND DOWNS

#### IN THIS UNIT

##### GRAMMAR

- alternatives to *if*
- phrasal verbs

##### VOCABULARY

- business and economic terms
- confusing words
- suffixes (nouns 2)

##### SCENARIO

- setting the agenda, responding to offers
- negotiating a contract

##### STUDY SKILLS

- making a business presentation

##### WRITING SKILLS

- a tactful business email



*A business that makes nothing but money is a poor business.* Henry Ford (1863–1947), U.S. industrialist and businessman

#### SPEAKING

**1a** List three successful businesses. Why do you think the businesses are successful? Work with a partner and compare your ideas.

**1b** Tick the practices you think apply to the businesses you mentioned in Exercise 1a.

A successful business:

- 1 constantly innovates, diversifies and takes risks.
- 2 pays fixed salaries without bonuses or other fringe benefits.
- 3 makes redundancies to cut costs.
- 4 keeps overheads down by manufacturing/outsourcing abroad.
- 5 makes as much money for shareholders as possible.
- 6 invests heavily in PR and advertising to create brand awareness.
- 7 eliminates the competition to gain market share.
- 8 uses creative accounting to pay less tax.
- 9 gets customers to pay in advance but pays suppliers as late as possible.

**1c** Which of the practices in Exercise 1b do you think are common in business?

**1d** Which practices are the least acceptable to you? Why?

#### VOCABULARY

##### BUSINESS AND ECONOMIC TERMS

**2a** Match words from box A with words from box B to make common business and economic terms. Use *and* to connect the words.

A	assets	boom	creditors	imports	income
	mergers	mortgages	profit	supply	
B	acquisitions	debtors	demand	expenditure	
	exports	liabilities	loans	loss	slump

*imports and exports*

**2b** Match seven of the terms from Exercise 2a with their meanings.

- 1 the relationship between the goods and services available and what consumers want to buy
- 2 periods when an economy or business is doing well or badly
- 3 things owned by a business and things owed by a business
- 4 the money earned and spent by a government or business
- 5 changes in the ownership and running of businesses
- 6 financial products on which interest is charged
- 7 people or organisations owed money by others or owing money to others

**2c** Write definitions for the other two terms in Exercise 2a.