

7



Company and personal history

VOCABULARY

expand
family business
found
graduate
job mobility
rival company
showcase
start up
tourist attraction
worldwide

7.1 Company history 1

What happened?
Canon started up.
When did it happen?
Where did it happen?
In Tokyo.

7.2 Company history 2

What happened in 1982?
When did they go bankrupt?
My company opened a branch in 1987.
In 1972, it started its own product line.

7.3 Issey Miyake

Listening practice

7.4 Numbers 10,000 – 1 billion

Large numbers
Speaking practice

7.5 A family business

Was he born in 1901?
Yes, he was. / No, he wasn't.
Did his first store open in 1927?
Yes, it did. / No, it didn't.

7.6 Culture file

Job mobility

MODULE 7.1

SPEAKING

LISTENING

Company history 1

Look at the picture. Describe the situation.

- 1 Yoshio Okada is talking to a client about his company, Canon.
Before you listen, match the words (a–f) with the definitions (1–6).

- | | |
|-------------|--------------------------------|
| a start up | 1 around the world |
| b a plant | 2 completely |
| c overseas | 3 begin, establish (a company) |
| d entirely | 4 abroad, in a foreign country |
| e expand | 5 a factory, production center |
| f worldwide | 6 become bigger |

- 2 45 Listen and underline the correct answers.

<i>What happened?</i>	<i>Where?</i>	<i>When?</i>
Canon started up.	Tokyo / Osaka	1937 / 1939
It entered the North American market.	Newark / New York	1945 / 1955
It opened its first European office.	Geneva / Zurich	1947 / 1957
It built its first overseas plant.	Thailand / Taiwan	1970 / 1971

MODULE 7.2

Company history 2

WRITING

- 1 Write four *Wh-* questions about Canon to ask your partner. Use the information on page 00. For example:

When *did Canon start up?* **Where** *did it build its first overseas plant?*
When *did it ...?*

- 2 Work in pairs.

Student A Ask your questions about Canon.

Student B Close your book and answer Student A's questions.

When you have finished, change roles. Start like this:

A *Tell me about Canon. When did the company start up?*

B *It started up in ...*

A *And where did it start up?*

B *In ...*

SPEAKING

- 1 **Student A:** Look at the information below.

Student B: Turn to page 82.

Ask Student B for information about Q Stores, and complete the table. Then answer Student B's questions about Sunshine Stores. Start like this:

When did Q Stores start up? / go bankrupt?
What happened in 1982?



	Started up
1992	
2002	
	Went bankrupt
2007	



1986	Started up
1988	Opened its second store
1992	Expanded to 150 stores
2005	Started its own product lines
2008	Acquired T-Mart Stores

- 2 Think of three events in the history of your company (or country or school), and write them down. Then tell your partner your information, e.g.

My company started up in 1999.

I think my company opened a branch in Malaysia in 2005.


I'm not sure, but I think my company introduced the J2 model in 2008.

MODULE 7.3

Issey Miyake

LISTENING

A radio talkshow host introduces his guest, Issey Miyake, a Japanese fashion designer.

- 1  46 Listen and complete the information.

Issey Miyake




PLACE OF BIRTH:	Hiroshima, Japan
DATE OF BIRTH:	_____

EDUCATION	
MAJORED IN:	_____
GRADUATED FROM COLLEGE IN:	_____

CAREER DETAILS	
1970:	Founded the Miyake _____
_____:	Launched his first fragrance for women, L'eau d'Issey
_____:	Launched the Pleats Please label
2006:	Won the Arts and Philosophy _____



- 2  46 Listen again. Can you add any more information about Issey Miyake? Write notes (not sentences) below.

MODULE 7.4

Numbers 10,000–1 billion

LISTENING

- Before you listen, say these numbers:
 a 12,600 b 24,500 c 125,000 d 3,000,500 e 846,500,000
 47 Now listen and check your answers.
- 48 Listen and write the numbers you hear. Then practice saying them.
 a _____ c _____ e _____
 b _____ d _____ f _____
- Work with a partner. Write any six numbers between 10,000 and 1 billion in row 1 below. Don't let your partner see your numbers. Then ask your partner to tell you his/her numbers and write them in row 2. When you have finished, check your answers together.

1					
2					

SPEAKING

Student B Turn to page 82.

Student A Look at the chart of some of the most visited tourist attractions worldwide, below. Complete the chart. Start like this:

A How many visitors went to Times Square in New York, in 2007?

B Thirty five million, two hundred thousand. How many people visited ...?

Attraction	Location	Country	Estimated number of visitors (2007)
Times Square	New York City	USA	35,200,000
Disneyland / DisneySea	Chiba prefecture	Japan	_____
Great Wall of China	Badaling area	China	10,000,000
Universal Studios Japan	Osaka	Japan	_____
Everland	Kyonggi-do	South Korea	7,500,000
Yokohama Hakkeijima Sea Paradise	Yokohama	Japan	5,400,000
Hong Kong Disneyland	_____	China	5,200,000
Ocean Park	Hong Kong	China	_____
Sydney Opera House	Sydney	Australia	4,000,000



SPEAKING

Student A Look at the information below.

Student B Turn to page 83.

Adidas

PART 1

- 1901** Adolf 'Adi' Dassler was born. He trained as a teacher.
- 1920** Dassler produced the first handmade training shoe in his living room.
- 1924** His brother Rudolf Dassler and sister Liesa joined the family business.
- 1927** The company's first store opened.
- 1958** The brothers split up and Rudolf formed rival company Puma.

PART 2

- Early 1960s** The company expanded its range, with footballs in 1961 and tracksuits in 1962.
- 1990** The German World Cup football champions all wore Adidas products.
- 1997** Adidas took over the French Salomon group.
- 2004** Top English fashion designer Stella McCartney started a joint venture with Adidas.
- 2006** Adidas bought rival British company Reebok.
- 2008** McCartney used Olympic athletes to showcase her latest Adidas collection at London Fashion Week.



You and your partner have information about Adolf 'Adi' Dassler, the German founder of Adidas, and his company. Part 1 of your information contains five mistakes.

Student B's information for Part 1 is correct. Ask Student B questions, and correct the mistakes. Ask *yes / no* questions only, e.g.

- A** Was Adi Dassler born in 1901?
- B** Yes, he was.
- A** Did he make the first training shoe in his living room?
- B** No, he didn't. He ...
- A** Was his brother called Rudolf?

When you have finished, answer Student B's questions about Part 2. Your information is correct. Student B's information for Part 2 contains five mistakes.

SPEAKING

- 1 Look at this table, which gives results of a survey of full-time and part-time employment among 18 to 24-year-olds in different countries.



How many times have you changed jobs?

	Germany	Japan	Korea	USA
never	56.4%	54.2%	40.3%	27.3%
once	23.1%	20.8%	20.0%	23.1%
twice	8.6%	12.4%	18.2%	21.7%
three times	4.1%	5.7%	9.8%	9.6%
four times or more	4.6%	4.1%	10.4%	12.4%

- 2 Use the information in the table to answer the questions below. In which countries do the highest percentages of young people:

- a never change jobs? _____
- b change jobs once? _____
- c change jobs twice? _____
- d change jobs three times? _____
- e change jobs four times or more? _____

Do the results surprise you? If so, why?

- 3 What are the advantages and disadvantages for employers and employees of:
- changing jobs often?
 - staying with the same company for a long time?

Useful language:

I think it's a good idea / a bad idea to change your job often, because ...

Employers like workers who ...

If you change your job many times, then ...

If you stay at the same company all your life, ...