

12

The right stuff

1 SNAPSHOT

Success Stories

Five of the world's most successful businesses

	Founded	Main product(s)	Fact
American Express	1850	travel services	began as a delivery service
Coca-Cola	1886	soft drinks and juice	Coca-Cola is the most famous word in the world, after OK
Hard Rock Cafe	1971	restaurants with a rock 'n' roll theme	American owner opened first Cafe in London because he hated the hamburgers in England
Levi Strauss	1873	jeans and casual clothing	the first jeans were made for men looking for gold in California
Nike	1968	athletic shoes and sports clothing	named for the Greek goddess of victory

Source: Hoover's Handbook of World Business 1997

Talk about these questions.

Which of these companies or their products exist in your country? Are they very successful?

What else do you know about these companies?

Can you think of three other successful companies?

2 CONVERSATION

A  Listen and practice.

Kelly: I hear you're going to open your own restaurant.

Joe: Yeah, I've always wanted my own place.

Kelly: But isn't it a little risky?

Joe: Sure, but in order to succeed in business, you need to take a few risks – calculated risks, of course. That's what they taught me in business school, anyway!

Kelly: So what do you have to do in order for a restaurant to succeed in this town? I mean, don't you need some sort of gimmick?

Joe: Well, I've come up with a concept that I think will work very well.



CLASS AUDIO ONLY 

B  Listen to the rest of the conversation.

What will be special about Joe's restaurant?

Do you think it will be successful? Why or why not?

3 PRONUNCIATION *Reduced forms*

 Listen and practice. Notice how these words are reduced in conversation.

“for” = /fər/ “a” = /ə/ “and” = /ənd/ “to” = /tə/ “and” = /ənd/ or /ən/

In order for a restaurant to succeed, it needs to have great food and good service.
For an airline to be successful, it has to maintain a good safety record.

4 GRAMMAR FOCUS

Infinitive clauses and phrases of purpose

In order to succeed in business, you need to take a few risks.
To learn about business, it's a good idea to go to business school.
In order for a restaurant to succeed, it has to have a good concept.
For a restaurant to be profitable, it has to have loyal customers.

A Match the information in columns A and B. (More than one answer is possible.)
Then practice the sentences with a partner. Pay attention to the reduced forms.

A

1. For a health club to attract new people,
2. In order to run a profitable restaurant,
3. In order for a dance club to succeed,
4. For a coffee bar to succeed,
5. In order for a magazine to succeed,
6. To run a successful clothing boutique,


B

- a. you need to get a talented chef.
- b. it's a good idea to offer desserts, too.
- c. you need to keep up with the latest styles.
- d. it needs to have great music and lighting.
- e. it has to offer the latest types of equipment.
- f. it has to provide useful information.

B Pair work What other things can the businesses in part A do to ensure success?
Think of two more suggestions for each situation in column A.

5 LISTENING *Big business*

CLASS AUDIO ONLY 

 Listen to three successful entrepreneurs talk about their businesses.
What are the two most important reasons for each person's success?



1. Elena



2. Richard



3. Bill

<p>.....</p> <p>.....</p>	<p>.....</p> <p>.....</p>	<p>.....</p> <p>.....</p>
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6 WORD POWER *Qualities for success*

A Pair work What qualities are important for the following?
Add two more adjectives to each list. Then rank them from 1 to 7.

A successful magazine

- cheap
- entertaining
- informative
- useful
- well written
-
-

A successful salesperson

- clever
- dynamic
- friendly
- persuasive
- tough
-
-

A successful model

- athletic
- good-looking
- hard-working
- intelligent
- patient
-
-

B Group work Tell the group the three qualities you feel are most important for each.

“For a magazine to be successful, it needs to be”

7 ENTREPRENEURS

A Group work Your group has decided to open a business together.

1. Decide on an interesting business to open – for example, a dance club, a health club, a music store, or a hair salon.
2. What do you have to do in order to succeed in that business? Use these questions to identify at least five different factors.

What are the most important things you need in order to run the business?
How important is the name of the business?
Do you think the location of the business is important?
How important is advertising or a gimmick?

3. Now design a plan for the business. Determine these factors:

name	special features
location	type of advertising
product or service	slogan
decor	other considerations

B Class activity Present your plans to the class. Who has the best concept?



8 CONVERSATION

A  Listen and practice.

Alice: What's your favorite club, Eric?

Eric: The Downtown Club. They have great music, and one nice thing is that it's never crowded.

Alice: That's funny. There's always a long wait outside my favorite club. And I like it because it's absolutely packed most nights.

Eric: Why do you think it's so popular?

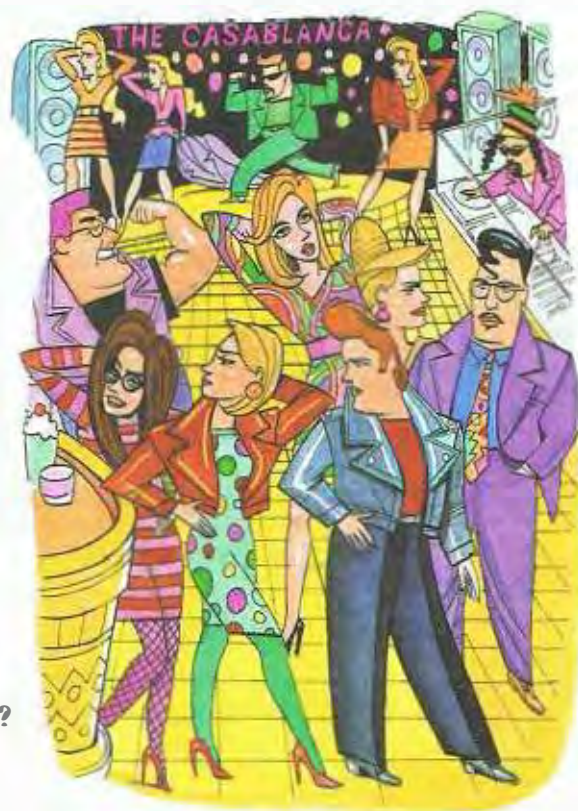
Alice: Well, it just opened a couple of months ago, everything is brand new and modern, and there are lots of "hip" people who go there. It's called The Casablanca.

Eric: Oh, right. It's the newest "in" place. I hear the reason people go there is just to be seen.

Alice: Exactly! Do you want to go some night?

Eric: I thought you'd never ask!

B Class activity What are the "in" places in your city? Do you ever go to any of these places? Why or why not?



9 GRAMMAR FOCUS

Describing features and giving reasons

Describing features

A nice thing about The Downtown Club is the great music.

Another nice thing is that it's never crowded.

Giving reasons

I like The Casablanca because it's absolutely packed most nights. It's so popular because of the hip people.

The reason people go there is just to be seen.

A What feature or reason in column B explains the success of each thing in column A? (More than one answer may be possible.) Compare ideas with a partner.

A

1. The reason people eat so much fast food is
2. One thing people like about Levi's jeans is
3. Coca-Cola is popular worldwide
4. An important feature of supermarkets is
5. The thing people like about megastores is
6. American Express cards are popular

B

- a. because of excellent advertising.
- b. the huge choice of products.
- c. that prices are generally low.
- d. to save time.
- e. that they last for a long time.
- f. because you can use them almost anywhere.

B Pair work Suggest two more reasons for each success in part A.

10 LISTENING *Radio commercials*

CLASS AUDIO ONLY

A Listen to three radio commercials advertising these places. What are two special features of each place?



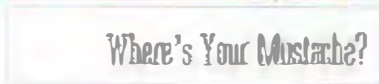
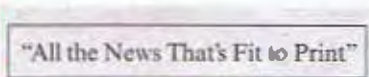
1. Restaurant	2. Sporting goods store	3. Discount clothing store
.....

CLASS AUDIO ONLY

B Listen again. What slogan is used to advertise each place?

11 CATCHY SLOGANS

A Pair work Look at these slogans from advertisements. What products do you think they are advertising?



useful expressions

I think it might be used to advertise

This could be from an ad for

This is used in . . . ads.

B Class activity Compare your suggestions. Then check your answers in the appendix.

12 WRITING

A Choose one of the products discussed in this unit. Make notes about the best way to sell the product. Then write a composition, using these phrases to help you.

In order to sell . . . , there are three important things to consider. . . . First of all, Next, Finally,

interchange 12

A picture's worth a thousand words

How effective is advertising? Turn to pages IC-16 and IC-17.

B Group work Read one another's compositions. What is good about each one? Can you give any suggestions to improve them?

13 READING

THE WRONG STUFF

Look at the picture and the first sentence of the article. Why is market research important to companies that want to sell their products internationally?



If a business wants to sell its products internationally, it had better do some market research first. This is a lesson that many companies – including some large American corporations – have learned the hard way.

Sometimes the problem is in the name. When General Motors introduced its Chevy Nova into Latin America, it overlooked the fact that *No va* in Spanish means “it doesn’t go.” Sure enough, the Chevy Nova never went anywhere in Latin America.

Sometimes it’s the slogan that doesn’t work. No company knows this better than Pepsi-Cola, with its

“Come alive with Pepsi!” campaign. The campaign was highly successful in the United States, and Pepsi translated its slogan literally for its international campaign. As it turned out, Pepsi was pleading with Germans to “Come out of the grave” and telling Chinese that “Pepsi brings your ancestors back from the grave.”

Other times, the problem involves pictures and packaging. A smiling, round-cheeked baby has helped sell countless jars of Gerber baby food. So when Gerber marketed its products in Africa, it kept the picture of the baby on the jar. What Gerber didn’t realize was that in many African countries, the picture on the jar shows what the jar has in it.

Even cultural and religious factors – and pure coincidence – can also be involved. Thom McAn shoes have a Thom McAn “signature” inside. To people in Bangladesh, this signature looked like Arabic script for the word *Allah*. In Bangladesh, feet are considered unclean and Muslims felt the company was insulting God’s name by having people walk on it.

A Read the article. Then look at these statements and check (✓) the correct answer.

- The Ford Fiera didn’t sell well in Spain, where *fiera* means “ugly old woman.” Ford’s problem was similar to that faced by:
 - General Motors.
 - Gerber.
 - Pepsi.
 - Thom McAn.
- Braniff Airline’s “Fly in leather,” intended to promote its comfortable seats, came out in Spanish as “Fly with no clothes on.” This problem was similar to that of:
 - General Motors.
 - Gerber.
 - Pepsi.
 - Thom McAn.

B Group work Talk about these questions.

- What kinds of information should a company have before it advertises and sells its products in a foreign country?
- Think of two products from your country: one that would sell well around the world, and one that might not sell well around the world. Why would one sell well, but not the other? What changes would make the second product sell better?